NOVEMBER 18, 2011 INSIDE APPS, iTUNES REVIEW, TECHMAC, FINANCE, APPLE SOCIETY AND MORE

AppleMagazine™

GO AHEAD AND ASK
SIRI, YOUR NEW WHIMSICAL ORACLE

iPAD AT SCHOOL
A WORLD OF ENDLESS POSSIBILITIES
FOR TEACHERS AND STUDENTS ALIKE

FREE AT LAST
TIME TO LET GO OF FLASH
BE READY TO LIVE WITHOUT IT

TIM COOK
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Editorial

NOVEMBER 18, 2011

ALL HAIL TO THE CHIEF!



Welcome to the third edition of AppleMagazine. The right magazine for the right audience. In this edition we continue to bring you you the most relevant news about the World of Apple.

Teachers all over the world grapple with the difficult task of how to keep their students interested in the lesson plan in an era where the siren song of technology can be heard loud and clear wherever students are. So why not bring technology and its allure to the classroom? Our piece, "Why use the iPad in the Classroom?" offers ways for teachers and educators to make use of Apple's trend setting tablet. A must read for parents and teachers alike.

From education we move to technological matters, with three articles in sequence to quench your tech thirst. We begin with a discussion on Adobe's recent announcement not to support Flash for mobile devices and what that move means for Apple users. Second, we have a report about Siri and what it is like to interact with Apple's electronic assistant. Finally, we speculate whether Apple is moving away from physical media. We know that most of you out there certainly are.

Next is our Cover story theme: Apple's CEO Tim Cook. In three articles, we offer our take on the current status of Tim Cook. Who is he? What has he done for Apple so far? Is everybody on board with him? How does he treat his employees? We even have Mr. Wozniak's take on how Apple is being run. Don' t miss it.

Inside Apps and iTunes Review are here again to bring you the latest in games, apps, music and videos. Do you want to know what is worth spending your hard-earned paycheck on? Check out both articles to find out.

Our TechMac area has two great artcles. One is an autopsy of the new iPhone 4S. Discover what is inside Apple's new flagship smartphone. The other article is a tutorial on the post-processing camera features of iOS 5. Find out what you can do with your photos without having to resort to third-party software.

As usual we end with Finance and Apple Society. The former examines the effect the global economic crisis has had in the world of tech, and the latter analyzes the opposite approach that Apple and PC companies use to create their hardware and software.

We hope you enjoy what is in store for you in this issue.



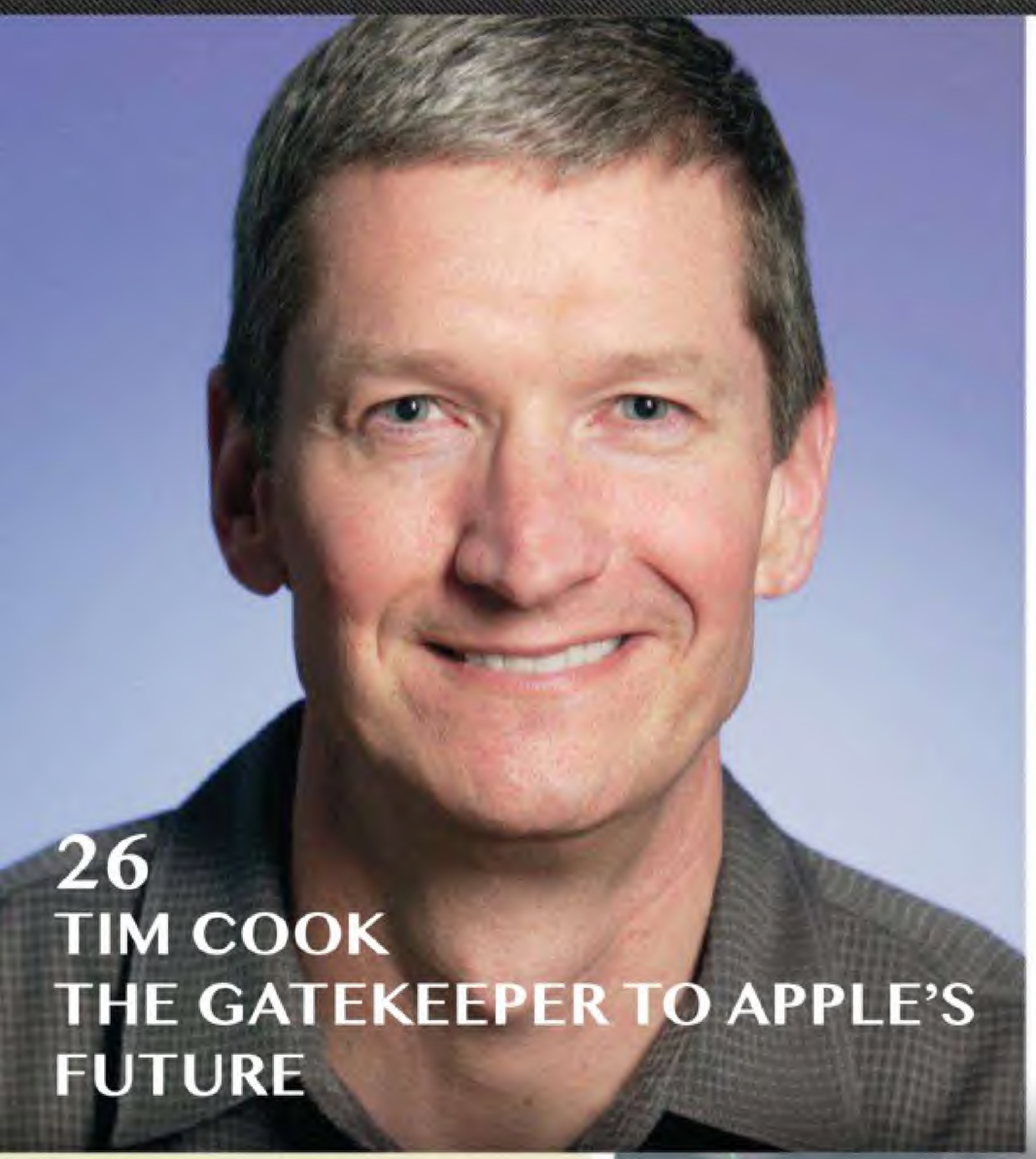
Luiz Cláudio Monteiro
Executive Editor

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iPAD AT SCHOOL

A WORLD OF POSSIBILITIES FOR TEACHERS AND STUDENTS ALIKE



As an ardent iPad user and a former high school English teacher, if I had to choose one technical device for my classroom, it would undoubtedly be the iPad.

I taught during the years when computer technology was just beginning to emerge (around 2001-2003), which at my school meant one computer in every classroom, and two tech lab rooms of PC and Mac computers for the entire school of over three thousand students. Back then, I quickly learned and saw Apple's iMovie and Keynote programs as exciting tools for multimedia instruction, going way beyond overhead projectors and photo slide shows.

With my classroom Mac connected to the classroom projector — which I borrowed from the school library and didn't return until the last week of school — I could pull up downloaded images, drafts of student writings, and short videos almost spontaneously if needed. And if I were teaching today the iPad would be my go-to device for showing pertinent YouTube videos, performing planned and impromptu Google searches, showing Keynote presentations, making video recordings of student presentations and skits, along with using numerous apps for constructing lesson plans, creating digital flashcards and drawings. I would try to stuff my entire curriculum in a 64GB tablet.

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MULTIMEDIA INSTRUCTION

The iPad is not much different from a computer. It is a computer, just smaller and a lot more portable. The iPad's tactile interface and abundant app support makes it perfect for multimedia instruction. Since learning styles vary amongst all students, the traditional straightforward teacher lecture is not the best way to help all students learn facts, concepts, and skills. A combination of visual media, interactive discussions, constructive feedback and evaluation are more pertinent to a generation of students who are growing up in the age of the Internet, smartphones, and digital tablets like the iPad.

With the iPad 2 hooked up to a video projector or television, teachers get the entire World Wide Web at their fingertips. A lesson on the Great Depression and the reading of The Grapes of Wrath, for example, can easily be enhanced with related short archives and documentary video clips, Google image searches of the time period, along with an online forum of teacher and student comments and responses about the subject or the book.

The portability of the iPad, along with its long-lasting battery, makes it an ideal device for the classroom since it can be used like a laptop or desktop computer, as well as a tablet. Instructional materials can easily be added, taking the place of several file drawers and cabinets of documents, videos, lesson plans, and handouts. I would create accounts on various websites such as Wikipedia and YouTube specifically for classroom instruction material. Curriculum related videos, songs, famous oral presentations, and current TV news clips would be downloaded to support daily lessons and activities.

iOS APPS

The iTunes App Store is chockfull of apps for all grade levels of courses, including science, math, reading, language arts, social science, art, and geography. Long-established resources like PBS Kids, National Geographic, Time and Newsweek magazines have produced their own content-rich applications, as well as thousands of picture books and literature in e-book format.

For example, an iPad app called **TIME Populist** (Free) is a collection of weekly lists of hundreds of popular culture movies, music, books, TV shows, and video games that could supplement language arts and social science lessons. **The Civil War Today** ($5.99) is also a multimedia, content-based app featuring maps from battlegrounds, photo galleries, newspaper headlines of the time period, and personal letters and diary entries from figures like Abraham Lincoln, Horatio Nelson Taft, and Mary Chestnut. Numerous art and drawing apps, along with a stylus pen, can be used not only for artistic instruction, but for also projecting handwritten markings and other content on a screen.

iPADS FOR EVERY STUDENT

The ideal way to use iPads in the classroom is to equip each student with a tablet. USA Today reported in September that Woodford County High was the first public high school to give each of its 1,250 students an iPad. Numerous schools across the US have begun pilot programs to see how a cart of 28 to 30 iPads could be shared from classroom to classroom and integrated within the curriculum.

The New York Times also reported that more than 200 Chicago public schools applied for a $450,000 grant to purchase iPads, and the *"Virginia Department of Education is overseeing a $150,000 iPad initiative that has replaced history and Advanced Placement biology textbooks at 11 schools."* And in California at least six middle schools are using the first *"iPad-only algebra course, developed by Houghton Mifflin Harcourt,"* a textbook publisher.

Many school administrators see the use of iPad as a long-term investment for cutting costs in textbooks, educational software, and other media resources.

As textbook publishers begin to offer e-book versions of their publications, it means significantly reducing the amount of paper and ink for publishing; cutting shipping costs for sending textbooks to schools and universities, and keeping textbooks current by revising and updating content in a shorter amount of time.

For the elementary level, Apple and other ebook companies are already selling Read and Listen ebooks so that young readers can follow along as the words are read aloud. Likewise, interactive ebook-formatted textbooks can include multimedia resources embedded within the software and/or linked to content on the web.

The New York Times also reported that more than 200 Chicago public schools applied for a $450,000 grant to purchase iPads

Apple's own word processing and desktop layout program, Pages, can be used by teachers to write their own courses of study, manuals, children's books, handout packets, which can be exported into ePub, the format for Apple's iBooks app.

iPads are of course cheaper and more versatile than regular computers, and they allow for both cooperative and collaborative teaching and learning to take place. Groups of students could, for example, do research on a specified topic and offer up their results for discussion and further study.

Using well developed PDF reader apps like **iAnnotate** and **GoodReader**, teachers could teach students strategies for annotating text to increase reading comprehension and critical thinking skills. With iAnnotate, for example, annotations made within selected PDFs can be exported via email and become study aides for students.

Numerous applications for teaching and supporting math lessons are already available for the iPad as well. The same goes for history, geography, and other social science tools and lessons. Many of these apps contain lessons and exercises that offer students immediate feedback to lessons and exercises. Some apps are developed as games that might better help students learn the subject matter.

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The mobile size of the iPad is easier to use than even laptops or notebooks. However, based on my experience, the iPad is not always ideal for creating content, such as writing research papers, complex spreadsheets or Keynote presentations. The iPad is most practical as a tactile, interactive media consumption device.

How iPads will be used in the classroom largely depends on their availability to teachers and students. There's of course a big difference between having an iPad for every enrolled student, and only having a cart of 35 iPads to be checked out on an individual basis.

Integrating iPads in the classroom means considering supporting factors such as availability and speed of internet access throughout the school; the financial budget for purchasing iPads, at a cost of $600-$750 apiece; and how they will be distributed and shared if they are in limited supply. Training teachers how to use the device, and helping them locate resources that will supplement the curriculum must also be considered.

Educators will also have to show through research how iPads improve teaching and student academic performance in order to justify the investment.

In the meantime, individual teachers who own and use an iPad in the classroom can visit sites like ipadeducators.ning.com, ipadincschools.com, and emergingedtech.com to share their strategies and experiences with using the device which may well become as universal to teaching as blackboards and whiteboards. ■

by Bakari Chavanu

iPAD APPS USEFUL FOR TEACHER PREPARATION AND CLASSROOM INSTRUCTION

Doceri (Free): remote presentation software that works with your Mac or PC for presenting content on your computer or classroom screen.



Stick Pick ($2.99): an app that "allows you to randomly (or intentionally) draw a student's name from an on-screen can of popsicle sticks." From there you can ask students questions based on the mode and level of difficulty for each learner, and then, every time that student's stick is drawn, you'll be shown over a dozen Bloom Taxonomy-style question — uniquely tied to your learner's individual ability level.



Prezi Viewer (free) or Keynote: Prezi is a a cool, easy-to-use app for showing PowerPoint-like presentations on iPad that you create online. Apple's iOS version of Keynote ($9.95) is also very useful for synching presentations between the iPad and Mac.



Planbook Touch ($9.99): A lesson planning app with six customizable text fields and columns for assignments and due dates.



CourseNotes ($4.99): An app that could be used for storing lecture notes and presentations. Content can be organized by subject and class and synched with a Mac version of the application.

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FREE AT LAST!

ARE WE READY TO LIVE FLASH-FREE?

When it became apparent that the iPhone, iPod Touch and, subsequently, the iPad would not support Adobe Flash, many felt that Apple's choice would consign their iOS devices to irrelevance, but 18 months after the iPad's launch, Adobe has **officially announced** to developers that it is to cease development for Mobile Flash, in favour of focusing its efforts on HTML5. In a statement, Adobe wrote:

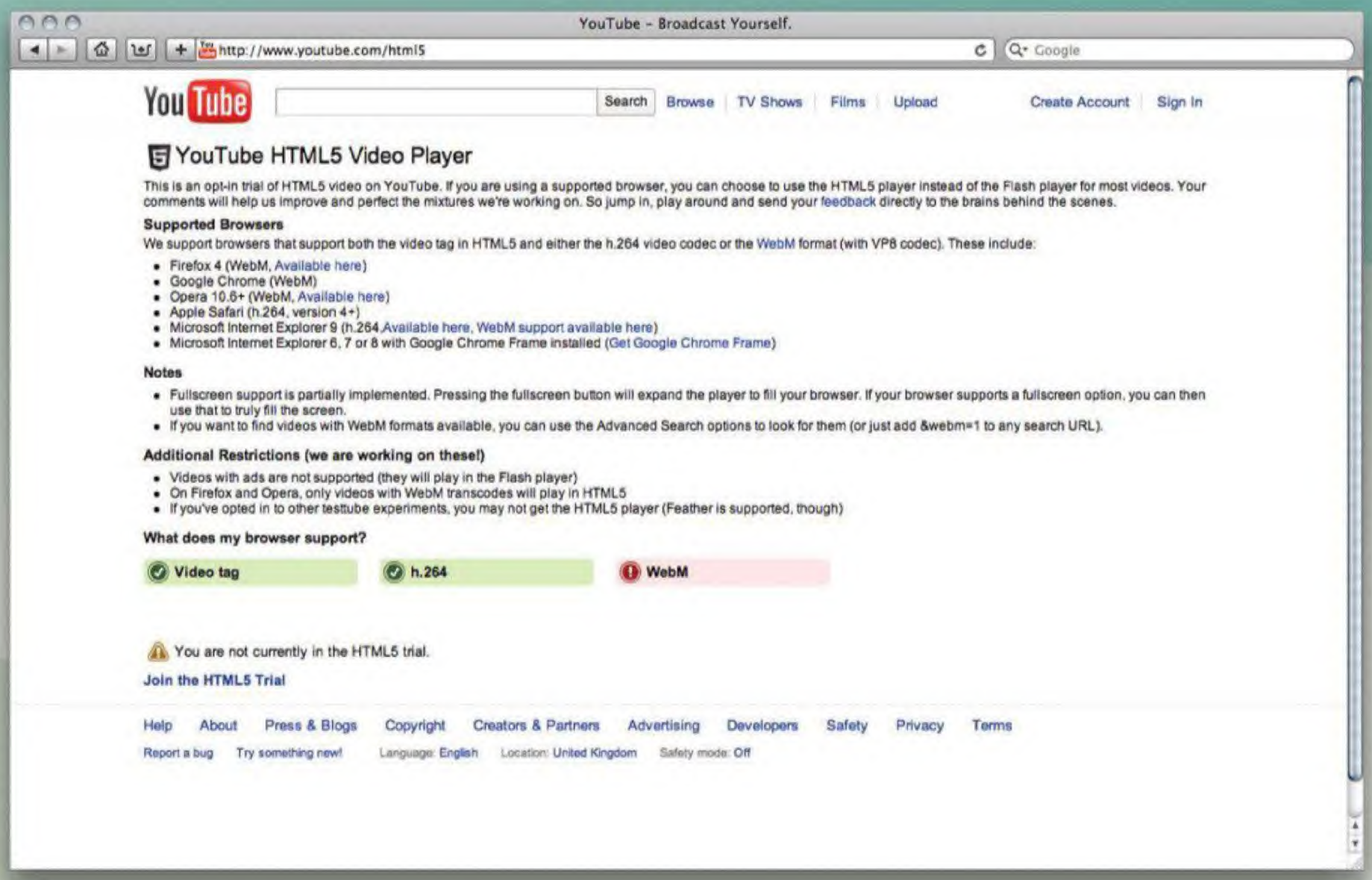
"Our future work with Flash on mobile devices will be focused on enabling Flash developers to package native apps with Adobe AIR for all the major app stores. We will no longer adapt Flash Player for mobile devices to new browser, OS version or device configurations. Some of our source code licensees may opt to continue working on and releasing their own implementations. We will continue to support the current Android and PlayBook configurations with critical bug fixes and security updates."

APPLE AND ADOBE'S PRIOR RELATIONSHIP

If one were to look at the headlines which have resulted from Apple's not allowing the use of Flash on iOS, it would be easy to come to the conclusion that Adobe and Apple are lifelong rivals. However, the truth is far more interesting.

Apple and Adobe have a history of working well together, and it could even be argued that Apple gave Adobe its first 'break' by adopting Adobe's Postscript language for the LaserWriter printer. In addition, Apple invested heavily in Adobe and controlled approximately 20% of shares in the company for a significant period. This friendship ultimately soured due to Steve Jobs' choice to single out Flash as a poor product and subsequently penning an article explaining Apple's reasons behind their anti-Flash stance, **Thoughts On Flash**.

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You Tube based on HTML5
New features for viewing videos online

WHAT IS FLASH AND WHAT'S WRONG WITH IT?

Adobe Flash is a multimedia cross-platform browser-based application which brings animations, video content and audio to web pages, in addition to games, such as those seen on Facebook. Supported web browsers can contain a Flash plugin and when that web browser encounters content written for Flash, the content will thus be displayed. Some users feel that their Internet experience is enriched by Flash, while many think of the plugin as synonymous with annoying pop-up advertisements. Whatever your opinion, it seems reasonable to state that Flash in its current form contains several significant and inherent flaws.

Security firm Symantec has repeatedly singled out Adobe's Flash Player as containing security weaknesses and indeed Flash will often be the first point of attack for would be **hackers with nefarious** intentions. Just as importantly for most Mac users is that Flash is very inefficient and is known to slow down older Mac's, using up significant CPU, RAM and battery resources and often causing instability. By abandoning Flash, even very old PowerPC Macs can once again be useful for normal web browsing.

There have been accusations from supporters of Flash that Apple only chose to not support Flash because it could offer iOS users a way of experiencing simple games and apps outside the so-called 'walled garden' that is the Apple-controlled App Store and thus decrease Apple's control and revenue.

While this may potentially be true, it's a simple matter of fact that adding Flash to an iPad would decrease battery life significantly and almost certainly result in reduced overall performance - as can be shown by Adobe's failure in offering competing tablet and smartphone makers a version of Mobile Flash that works flawlessly.

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Safari extensions Screenshot

LIVING WITHOUT FLASH

In his article, **Thoughts On Flash**, Jobs states that most of the video missing to iOS users from not having Flash will be made up by **HTML 5** and apps - though this did not happen overnight, it has mostly come to pass for mainstream media. There is already a definite perception amongst users and the entire industry that a good website should not rely on Flash alone to deliver its content and these feelings will increase significantly in the light of Adobe's dropping Mobile Flash.

H.264 is a popular video compression standard which all Blu-ray Disc players can play and has also been adopted by Google, Apple, Netflix, Vimeo and others. By making use of H.264, HTML5 and apps, iOS devices can remove the need for Flash entirely and access video from such varied sources as The New York Times, National Geographic, Fox News, ESPN and many more. All of this ensures that an iOS user will rarely find himself wishing for Flash support.

Meanwhile, on OS X, many Mac users choose to install Flash-blocking browser extensions such as those seen in Safari's Extensions Gallery, to ensure their web experience is streamlined and free of invasive flash animations, while still benefiting from websites where Flash is required. It is interesting that such places are becoming ever more rare and a look within a website's preferences will often uncover settings to replace Flash with an alternative method of media delivery.

THE FLASH-FREE ERA HAS BEGUN

In the short time since the iPad launch, the Internet landscape has changed significantly. Mobile devices are making up an increasing market share of internet usage and, as the tech industry and consumers both turn their focus to highly portable, low-power devices, the use of Flash on both desktop and tablet seems to be decreasing.

We are not yet at the point where Flash is never needed to view a web page properly, but this now seems likely in the near future. Will Flash still be considered important in another eighteen months? Perhaps, though the era which saw Flash as a widespread and integral part of internet browsing is clearly coming to an end. ■

by Adam Williams

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GO AHEAD AND ASK

SIRI, YOUR NEW WHIMSICAL ORACLE



If you have a new iPhone 4S, you'll get your questions answered once you activate Siri.

Siri is the voice-activated feature on the new smartphone that lets you send texts, make calls, set up your calendar and do just about anything a personal assistant can do.

And not only that, she'll talk back to you and answer just about any question you can pose to her -- no matter how silly, sexy or serious that question might be.

Siri is the most-buzzed about software to hit smartphones in several years, and 4S users -- who call Siri a *"she"* instead of an *"it"* -- are falling in love with its abilities.

Smartphones have had voice recognition software for some time. Google's Android operating system, for example, has voice

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recognition that lets users access maps and other functions, all based on whether the right search term, say *"get directions,"* is used.

But Siri is different. She's like having your own *"Girl Friday"* out in the front office that will help you find a restaurant for lunch, remember to send your wife flowers, help you send an e-mail and even tell you what the weather is like outside and if you should carry an umbrella or wear a coat.

In other words, Siri brings artificial intelligence to the 4S, making the Apple device the first smartphone that is really, well, smart.

Siri isn't just the hardest working software on the new 4S, but also the funniest. Go ahead and ask her what's on your mind -- but remember, the answers can be quite entertaining.

She'll turn down your marriage proposal, calling you by your name. If you ask her where to bury a body, she'll give you some clever places.

And if you're looking for some *"companionship"* for the evening, she'll even point you to some nearby escort services.

It's no accident that Siri sometimes isn't serious. The software was developed by a Silicon Valley start-up, Siri, which Apple bought out last year for $200 million, with the intentions of adding it to its upcoming iPhone.

However, while the original Siri was usually lighthearted, Apple's engineers admit they wanted to make the iPhone 4S version have a **little more edge**, according to the Wall Street Journal. In other words, they wanted her to be a cool chick, and they succeeded.

Of course, once people found out the 4S had truly interactive software, they started having fun playing with it, and web sites and Twitter pages dedicated to Siri's funny answers are starting to pop up.

Even Stephen Colbert has been having fun playing with Siri on his Comedy Central show, and the software seems to have no boundaries when it comes to answering silly questions.

For example, when asked the very vital question *"How much wood would a woodchuck chuck if a woodchuck could chuck wood?" Siri answers "Depends if you're talking about African or European wood."*

If you ask it to tell you a joke, it might reply, *"Two iPhones walk into a bar...I forget the rest."*

Norman Winarsky, a co-founder of Siri, told the Wall Street Journal the company took care to make the program truly interactive. Winarsky said Siri has two distinct parts. One listens to and translates what people are saying, while the other part interprets the meaning and responds.

"There were many conversations within the team about whether it should be gender neutral" or *"should have an 'attitude',"* Winarsky told the WJS, saying the result, before Apple bought it, was *"occasionally a light attitude".*

But when Apple's engineers started including Siri into the phones, they added the ability for the phone to use customers' nicknames, as well as to include names of

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other people and places important to the user.

"We thought of it almost as a person on the phone," one Apple engineer said.

Yes, Siri can be a lot of fun -- the kind of fun that could also bring in huge profits for Apple. The iPhone 4S is flying off the shelves, and part of that reason could be the growing popularity of Siri.

The virtual assistant software is available only on the iPhone 4S.
In addition to customers having a lot of fun with the questions, Siri also provides ranked, real answers to questions about restaurants, auto repair shops, retail outlets and much more.

Apple's iAds could tie into Siri's results and sell advertising based on the ranked results, and market some of the more popular answers back to retailers.

But even Siri can be a fickle new friend. This past week, iPhone 4S users learned that the voice-activated feature will let anyone use the phone for e-mails and texts, and even make phone calls, even if its passcode is locked.

Macworld and security firm **Sophos** both reported there is an easy way to keep unauthorized people from using locked iPhones through Siri.

The sites said iPhone 4S users should go under Passcode settings and switch Siri to "Off." This lets users keep using Siri once their iPhones are unlocked, but keeps users off when security is enabled.

Even if the settings aren't right, someone can't pick up a new 4S and start dialing calls, or launching apps. Still, if the privacy settings aren't locked, people can use Siri to gain access to many items in the iPhone.

The security flaw, though, isn't causing very many people to fall out of love with Siri, and the increasingly popular virtual assistant may be part of Apple devices for some years to come.

by Sandy Fitzgerald

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APPLE DITCHING PHYSICAL MEDIA

Steve Jobs famously stated that Apple doesn't bother with market research because the customers don't yet know what they want - a bold approach and one which brings to mind Henry Ford's famous quote regarding the first car he manufactured, *"If I'd asked my customers what they wanted, they'd have said a faster horse".*

When the 1998 iMac G3 launched, Apple was criticized and even ridiculed by some for declining to include a floppy drive. Though the floppy disk's small capacity had marked it out as a media which would not be around for very much longer, many felt it to be too entrenched at that time to be dropped from a home computer.

In the years which followed, however, Apple's decision was vindicated and though floppy drives limped on in the PC market for years and were maintained by some Mac users for legacy software, they were largely obsolete. If the rumours coming out of Cupertino are true, Apple hopes to once again use good timing to perform a similar feat with the floppy disks' successors - CD's and DVD's.

OS X LION

Perhaps one of the most fundamental changes which OS X Lion heralds is

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not its multi-touch gestures, or the implementation of LaunchPad, but Apple's decision to release Lion as download-only, over the loud complaints of some Mac users who do not yet have access to high-speed internet.

Though Apple eventually relented and in addition to making Apple Store internet connections available for customers, offered a USB stick version of Lion for purchase, the release of the operating system as download-only, clearly signals their hopes for a DVD-free future. Incidentally, this choice does not seem to have hampered sales, with an estimated six million copies of Lion sold.

In addition to the convenience of being able to receive Lion within hours of its release without leaving one's home, there are also considerable environmental benefits to making operating systems and indeed all media available as download. If more than six million copies of Lion have been sold thus far, then that's six million less DVD's to burn, cardboard boxes to construct and transport, plus all the other steps needed to bring a new OS to its eventual user. While some point out that even digital delivery requires that huge numbers of servers must be powered, we can take this into account and still assume a significant environmental benefit from delivering Lion digitally.

MACBOOK AIR - APPLE'S TESTING GROUND

Since 2001, a newly purchased Mac was likely to arrive with a SuperDrive, Apple's name for their slot loading drive capable of reading and writing to both CD and DVD.

The launch of the MacBook Air in 2008 was a departure from this policy, coming with neither SuperDrive nor any other form of internal CD or DVD reader. In scenes reminiscent to the iMac G3's launch, many balked at the thought of a Mac with no internal SuperDrive and some felt the Air would be consigned to a niche market, as our reliance on CD's and DVD's seemed self-evident.

Indeed, the original MacBook Air's sales were warm but not earth-shattering, and perhaps this reflects the Air's initial limitations and price. However, as has been the case with several Apple products, the MacBook Air proved to be a great idea which merely came a few years ahead of its time. Once consumers, views had changed to view its lack of internal CD and DVD drive as largely irrelevant, the MacBook Air eventually moved beyond its status as a niche high-end notebook to claim a place as Apple's flagship portable Mac.

With the experiment of dropping SuperDrive on the MacBook Air - an obvious success - it should come as no great surprise that Apple subsequently discontinued the SuperDrive on a recent refresh of the Mac Mini too. But what about Apple's other computers - are they also headed to lose the SuperDrive?

A THIN MACBOOK PRO, OR A LARGER MACBOOK AIR?

While Apple is prone to surprising their customers, it seems relatively safe to assume that it will continue to offer a SuperDrive as an option for both the iMac and Mac Pro desktop computers for some time, since power and size constraints aren't quite as

significant in these models as compared to Apple's notebooks and the Mac Mini.

It is when considering the MacBook Pro that the question becomes more complex, as there are good arguments both for and against dropping the SuperDrive from the Pro-notebook line. No doubt there will be some users who feel they need an internal SuperDrive, but if its exclusion was mitigated by a lower price, higher battery capacity or slimmer, lighter form, then many professional users might decide they do not need one. After all, one can always choose to purchase an external drive if necessary.

MacRumors reported earlier this year that Apple was testing an ultra-thin 15" Mac notebook, but the article was unable to confirm whether this would be a bigger MacBook Air or a thinner MacBook Pro. Though the machine in question was later stated by **TUAW** to be the latter, this confusion shows an inherent challenge opposing a new slim MacBook Pro; the blurring of product lines. If the MacBook Pro and Air continue to become more alike, there will only be a processor speed bump and a larger screen separating the two.

There is an unlikely but potentially exciting solution to this problem and that is that Apple will resign the MacBook Air and Pro lines in favour of something new. Just as the PowerBook and iBook evolved into the MacBook Pro and MacBook, perhaps other changes will be made to merge their successors into a new product line altogether. Of course, this is all mere speculation, but there is a definite perception amongst those working in the technology press that Apple may have something big planned for the MacBook Pro, something more significant than the recent refresh which saw an incremental processor speed-bump.

DROPPING PHYSICAL MEDIA IS INHERENT TO APPLE'S BUSINESS PLAN

The trend toward consumers wishing to purchase and consume media as digital files seems only to be increasing with time, and this can be seen with the popularity of Apple's offerings such as iTunes, iBooks and Newsstand, in addition to competing products like Amazon's Kindle e-Book reader. Thus, it is currently very unlikely that a consumer shift back toward owning physical media such as CD's and DVD's will take place on a widespread scale in the near future.

But ultimately, it is Apple's own business strategy which most strongly the direction in which the company is headed. Apple is highly invested in encouraging its users to purchase and consume media digitally through outlets like iTunes and the App Store in order to ensure the company maximum profit. Will Apple be able to lure their customers away from physical media such as DVD's and CD's completely? Only time will tell, but if the MacBook Air's current popularity is anything to go by, we can expect an eventual success for the minds at Infinite Loop. ■

by Adam Williams

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APPLE LAUNCHES MAGSAFE REPLACEMENT SCHEME

Following a recent lawsuit settlement, Apple has instigated an updated MagSafe replacement scheme which covers the fraying known to occur on some older 'T' style power adapters for both MacBook and MacBook Pro, known as 'Strain Relief'. The company has posted a **support document** on their website which details the steps one needs to take in order to benefit from this scheme.

Those who have previously purchased a replacement 'T' style adapter because of this fault may be eligible for reimbursement which covers up to three purchased adapters. The MagSafe Power Adapter Settlement **Website** contains all the relevant information and links to forms which must be filled in addition to the following text:

The settlement will provide a cash payment if you are the original owner (by purchase or gift) of certain Apple MacBook or MacBook Pro computer models ("Subject Computer") or separately purchased an Apple 60W or 85W MagSafe MPM-1 ("T") Power Adapter ("Adapter"), your Adapter showed signs of Strain Relief Damage, and you purchased a Replacement Adapter within the first three years following the initial purchase of the Subject Computer or Adapter. If the court approves the settlement, you may be entitled to a cash payment in the following amounts depending on whether you purchased your Replacement Adapter during the first, second or third year following the initial retail purchase of the Subject Computer or Adapter: (a) first year, the actual amount you paid (excluding taxes and shipping/handling fees) up to a maximum of $79; (b) second year $50; (c) third year $35. There is a limit of three refunds per Subject Computer. You may also be able to obtain a Replacement Adapter at no charge from Apple if your Adapter shows signs of Strain Relief Damage now or in the future. ■

THANKSGIVING WITH A BONUS

APPLE EMPLOYEES ARE GETTING AN EARLY PRESENT FOR THE HOLIDAYS



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Apple employees are getting an early present for the holidays — a week off with pay for the Thanksgiving holiday to thank them for a year of impressive sales and hard work.

CEO Tim Cook, in an email to employees, congratulated them for the company's success over the past year, and told them he was rewarding them with the mini-holiday vacation. Retail workers won't get the week off, because that would mean closing the stores on the lucrative Thanksgiving weekend/Black Friday mayhem, but they'll be able to collect their holiday week when they are able, so no employees will miss out on the break.

"We've had a record-setting year so far and we're heading into the holidays with the strongest product lineup in our history," Cook said. *"Customers are absolutely in love with the iPad 2, and the amazing new iPhone 4S is off to the best start of any iPhone we've ever made. The Mac is soaring to new heights with OS X Lion, and on the eve of its 10th birthday, the iPod is still the world's most popular music player."*

Reports for the fiscal fourth quarter, which ended at around the same time Cook sent out the e-mail, showed yet

Release: StoreMags & FantaMag



another profitable quarter. iPhone sales were slightly down, compared to the third quarter, most likely because people were waiting for the new iPhone 4S to come out before they bought a new phone. However, Mac and iPad sales set new records, with $28 billion in sales.

Apple will likely see record iPhone sales during this quarter, especially with the new model being out just before holiday sales kick off. Already, more than four million iPhone 4S models have been sold, and Cook is confident the iPhone will set all-time records this quarter, particularly with the Christmas holidays approaching.

And if that isn't enough, iPads are flying off the shelves. Apple has already sold 40 million iPads, Cook said, and he believes *"the tablet market will be larger than the PC market."*

If Apple's Chinese sales take off, the Cupertino, Calif. tech giant could see even more sales next year. According to Arstechnica, Cook says the Chinese progress is *"amazing."* Revenues from China are up almost 300 percent, and in the last quarter accounted for 16 percent of Apple's total revenue.

The workers' Thanksgiving break isn't the first time Apple has given workers extra time to enjoy the holidays. The company values its employees' contributions, and often rewards them with such perks.

But this time around, the company's sales and its continued growth show that these are workers who have earned their well-deserved time off.

by Sandy Fitzgerald

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TIM COOK

A PROFILE ON APPLE'S INCUMBENT CEO

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Tim Cook is no Steve Jobs — and that might just be the main reason Jobs hand-picked him as the heir to the Apple throne.

But Jobs' choice still has many people wondering if Cook, who worked behind the scenes at Apple for so many years, was the right one to keep the company moving forward.

Tim Cook was the yin to Steve Jobs' yang. While Jobs pounded conference room tables to get his point across, Cook has always been the guy who pushes forward multi-million dollar transactions with a cool, quiet nod.

Cook was always content to let Jobs and Apple take the spotlight. But that doesn't mean he hasn't been a vital part to the Cupertino, Calif. company's continued success for several years. To many financial analysts, Steve Jobs might have been the guy who made Apple products so sexy, but Tim Cook was the guy who made those products pay off.

SO WHO IS TIM COOK?

That's the question a lot of people are asking in the weeks after Jobs' death at 56 from complications of pancreatic cancer.

Cook isn't one to give a lot of interviews. By all accounts, he prefers to keep quiet and let his company do the talking.

Even without Apple, Cook would have been a success by any means. Before he came to work at Apple in 1998, Cook honed his skills serving in top executive roles in managing and distribution at Compaq, IBM and Intelligent Electronics.

All that pales to his experience at Apple, where he served as chief operating officer until August, when Jobs stepped down because of his illness and the company followed his recommendation to put Cook on top.

He had the same vision I did, and we could interact at a high strategic level and I could just forget about a lot of things unless he came and pinged me.

Jobs is widely regarded as the creative genius at Apple, but the company isn't all about its devices. Its carefully planned distribution and sales also brought Apple from being primarily a company whose computers were used in classrooms to one that offered some of the best-selling electronics in the past century.

So when Cook arrived at Apple, he had one mandate -- to clean up the company's manufacturing, distribution and supply divisions. **Fortune Magazine**, in a 2008 profile about Cook, said the new hire took no time revamping the company's operations.

According to Fortune, Cook met with his team and began discussing a problem with Asian distribution.

"This is really bad," Cook said.

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"Someone should be in China driving this." Thirty minutes later, Fortune said, Cook looked at operations executive Sabih Khan, and asked, without any emotion, *"Why are you still here?"*

Khan walked out, drove to San Francisco International Airport and, without a change of clothes, booked a flight to China. According to experts, the story is just like Cook: no-nonsense, unemotional and demanding.

But Cook is also known for being a man of action, and he's already been making some moves to run Apple in his own way. Again, he's not Steve Jobs — which some analysts don't necessarily think is a bad thing.

For one, Cook has restructured Apple's education division, making it fit better with Apple's business units. According to the Wall Street Journal, the educational division now has its sales and marketing teams split up, reshuffling the company's corporate structure.

Also, Cook and Apple have been taking steps to ensure the company's top talents won't seek greener pastures anytime soon. In November said it would give each senior staffer, including CFO Peter Oppenheimer and vice-presidents Phil Schiller, Jeffrey Williams and Bob Mansfield 150,000 stock units, with half the stock coming in 2013 and the other half in 2016, if they stay employed with the company. The stock totals about $60 million each over the next five years.

Cook has already received one million shares of the stock upon taking over as CEO, showing the company's faith in keeping him on board.

The new CEO is also showing his generous side. While Jobs was notorious for refusing to donate to various charities -- or he kept his donations quiet — Cook has spearheaded a charitable matching program to match donations made by employees, up to $10 thousand per year.

Cook is also said to be a more personable chief officer. He already communicates more, including company-wide emails that include details about the matching program, about giving employees the entire week of Thanksgiving off this year, and even about the company-wide celebration of Jobs' life.

But while Cook is seen as a more personable CEO, as compared to the notoriously often-demanding Jobs, he's a tough businessman who is credited with turning Apple's fortunes around by getting the company out of manufacturing, closing factories and warehouses and setting up relationships with contractors instead.

Apple's inventory dropped drastically, only sitting on shelves for days instead of months. Cook believes too much inventory is *"fundamentally evil,"* and its value drops rapidly the longer it sits around.

"You kind of want to manage it like you're in the dairy business," he has said. *"If it gets past its freshness date, you have a problem."*

And Cook, despite his quiet nature, was ruthless. He cut Apple's key suppliers down from 100 to only 24, and threatened those left with losing Apple's business unless they made better financial deals, Jobs' biography says.

Cook also closed 10 of Apple's 19 warehouses to limit inventory buildup. As

a result, he was able to speed up delivery of Apple's devices, often within 48 hours of ordering, which helped keep the company's customers loyal.

Not many people think about such distribution strategies when they're using an iPhone, but without Cook's revolutionary theories, Apple may well have gone the way of lesser companies. Devices are worth little if they sit on a shelf, even if they are technologically advanced like iPhones and iPads.

Jobs saw Cook's business genius early on, hiring the then 16-year veteran away from Compaq after he had only held that job for six months and setting him up in a corporate office near his own for years.

Cook plays a huge part in Jobs' biography, which has become a massive big seller given the continuing interest in the Apple co-founder's life.

The biography is based on more than 40 interviews with Jobs, says **Bloomberg**, and gives insight into his early interactions with Cook, the man who eventually succeeded him.

Cook came in just one year after Jobs, who was rehired in 1998 after being let go a few years before when times were bad.

Initially, Jobs oversaw supply chain matters, but turned the work over to Cook. With the supply chain in Cook's hands, Jobs was able to once again concentrate on product vision and strategy, instead of manufacturing and purchasing parts for Apple's growing product line.

"I trusted him to know exactly what to do," Jobs said. *"He had the same vision I did, and we could interact at a high strategic level and I could just forget about a lot of things unless he came and pinged me."*

And eventually, Cook came to be a vital part of Apple, overseeing the company during Jobs' three medical leaves taken while he battled cancer.

Cook told Jobs' biographer, Walter Isaacson, that Jobs was a man with a mission, especially after he returned from his first medical leave in 2004.

But Jobs credited Cook with sharing his vision about limiting the time inventory sits around, which revolutionized Apple.

"I knew what I wanted and I met Tim, and he wanted the same thing," said Jobs.

Many analysts, though, are wondering if Cook will keep wanting the same thing as Jobs did as the company moves forward -- and in fact, if his quiet style will keep the company profitable.

After Jobs stepped down in August, Cook told employees "Apple is not going to change," later telling Bloomberg "We will honor his memory by dedicating ourselves to continuing the work he loved so much."

Cook and Jobs were very close, but even though Cook has led the Apple three times over what turned out to be a seven-year period, he has a different operating style.

However, while Jobs was more emotional and Cook is a quieter person, both are described as being equally intense and as being perfectionists who demand the best out of their company and its people.

Cook also has never rested on his laurels. He typically spends long hours at

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the Cupertino headquarters, and travels worldwide to meet with manufacturers.

Apple's new CEO has also continued to focus on negotiations that will keep Apple growing well into the future. For example, Cook led talks with Verizon Wireless that brought the iPhone to that carrier, and also led Apple into developing the Chinese market, which he describes as being *"key"* to Apple's future.

As memories of Jobs begin to fade, Cook will have the challenge of making Apple his own business. While Apple is at the top of the charts right now with the iPhone and iPad, new devices are fighting it every day.

Google's Android is the top smartphone operating system, and Apple's rivals, HTC, Samsung and Motorola are all vying for their chance to outsell the iPhone and the iPad.

Cook will also have to face the challenges posed through the numerous court battles his company is involved in. Jobs vehemently vowed to fight Android, claiming the operating system stole technology from Apple, and a battle-by-proxy is being waged against companies whose mobile devices use the Google system.

The new CEO will also need to maintain Apple's core staff of executives, all of whom remained after Jobs death. Jonathan Ive, who often collaborated with Jobs on design, oversees designers considered as the best in the industry. Scott Forstall is in charge of Apple's mobile software, Bob Mansfield remains with hardware engineering and Peter Oppenheimer works as chief financial officer.

The core team has worked together for years, and even though Jobs was the front man for the company, that team doesn't appear to be going anywhere.

"The team here has an unparalleled breadth and depth of talent and a culture of innovation that Steve has driven in the company," **Cook said in January**. *"Excellence has become a habit."*

Meanwhile, industry watchers shouldn't expect Cook to become a *"rock star"* like Jobs was, because he just isn't that way.

Cook thrived under Jobs because he remained calm and decisive in contrast to Jobs' emotional operating style -- but Cook doesn't want to be in the limelight like his one-time boss was.

"Some people resent the fact that Steve gets credit for everything, but I've never given a rat's ass about that," Cook told Bloomberg. *"Frankly speaking, I'd prefer my name never be in the paper."*

Cook ably showed in October, while unveiling the iPhone 4S, that while he doesn't have Jobs' showmanship, he does have a quiet sense of power investors could respond to well.

The new iPhone was put on display just one day before Jobs' died on Oct. 5, but it's likely Cook knew his mentor was near the end when he displayed the new device. That didn't stop him from expressing his delight in the iPhone 4S, or in the company's continuing success.

"This is my first product launch since being named CEO -- I'm sure you didn't know that," Cook dryly said when taking the stage. *"I love Apple and consider it the privilege of a lifetime to have worked here for 14 years and to assume this role."*

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He also delighted in outlining his company's prowess, in the mobile market, noting that every state in the United States either uses or is planning to use the iPad.

Also, Cook said, the iPad is used in almost all Fortune 500 companies and hospitals, and is the *"undisputed"* tablet leader, with three of every four tablets sold being one of the industry-leading Apple devices.

Cook sincerely comes by his pride, likely from years of association with his flamboyant boss. But he wasn't Jobs' *"yes man,"* because the late CEO would never have put up with that.

"I realized very early on that if you didn't express your opinion, he would mow you down," Cook said. *"He (took) contrary positions to create more discussion, because it may lead to a better result. So if you (didn't) feel comfortable disagreeing, then you'd never survive."*

Cook could come to miss those kinds of discussions as he moves forward, because so far, he does not seem to yet have his own partner, as he was with Jobs.

While Cook will likely miss his day-to-day interactions with Jobs, that doesn't mean Apple should suffer much with him at the helm. After all, he still has his core team, and Apple already has several years' worth of future projects in the works, so even though Jobs has died, his visions will live on for some time.

Although Cook's expertise is in manufacturing, not design, he has a strong team that will lead him through the design end of the business, so Apple's trademark designs, including a much-anticipated, thinner iPhone 5, will likely keep users satisfied and coming back for more.

The team here has an unparalleled breadth and depth of talent and a culture of innovation that Steve has driven in the company, Cook said in January. "Excellence has become a habit.

At the end of the day, Cook is just one man, and it may take more than one person to replace Jobs' innovations and inventions.

But as Cook himself said back in 2009, while Jobs was away for a liver transplant done as part of his treatment for cancer, Apple always has been more than just Steve Jobs, and the company will thrive no matter who is at the helm.

Jobs told Isaacson that the comment gave him trouble, but he didn't know whether to be *"proud or hurt that it might be true."*

With Cook at the helm of Apple, Steve Jobs has every reason to be proud of the legacy he leaves behind. ■

by Sandy Fitzgerald

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WOZNIAK WORRIES

Apple's co-founder is a little concerned about the company's future

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Steve "Woz" Wozniak is just a little nervous about Apple's future following the death of his friend and Apple co-founder Steve Jobs -- but he thinks the company should be fine as long as it remembers to keep humans, not technology, first.

An amateur interviewer, chatting with Wozniak as he stood first in line to buy a new Apple iPhone 4S outside the Los Gatos, Calif. Apple store, nabbed a clip on an iPhone that was first posted on **Tech Crunch**

At the last product introduction, they mentioned its dual core processor. Steve didn't want us to know that stuff ... just the human things

The usually jovial Wozniak was quickly surrounded by Apple fans who recognized him in line, and he obliged by taking their questions, chatting with people and signing the occasional autograph on people's iPads.

And while Wozniak is optimistic for Apple's future, he also hopes *"there's not a play for a lot of people wanting to have power. It needs one person, one mind in control."*

He's plenty worried, though, that it might not happen, and changes are already occuring that are different from the Jobs' philosophy of making technology attractive to people.

"You know, I'm a little afraid," he said. "At the last product introduction (when the 4S was released), they mentioned its dual core processor. Steve didn't want us to know that stuff ... just the human things. There was another statement that was overly technical, and it bothered me a lot to hear it. Steve would generally delete a lot of those things."

Wozniak said Jobs' talent was knowing what customers wanted -- and knowing that customers really didn't care so much about all the specs as they did about having stylish devices that worked well.

"They were talking about split antennas, but what does that mean?" Wozniak said. "You should just say you have better reception ... just tell me in quality terms. The focus has got to be on the user."

Wozniak said he is concerned that Apple could go the way of Sony, which at one time had the *"slickest, the best"* designs, but



moved away from that when its corporate management changed. He hopes Apple keeps its trademark style and operating philosophy that has kept customers coming back all these years.

The Apple co-founder also talked about Jobs' death and the last time he spoke with his friend, but said the death didn't come as a surprise.

"His health was bad for so long," said Wozniak, saying he had been *"thinking about the incredible times we had when we were young. It is so sad to lose that. We would chat about those times and laugh. The last call I had, he said he didn't have long to live."*

He noted that Jobs said he'd heard rumors that Wozniak was maybe interested in coming back to Apple, but "Woz" said those were just rumors. *"That was just the press,"* he said he told Jobs. *"They take one little yes"* and make a story out of it.

Meanwhile, Wozniak thinks Apple still has an incredible future, even without Jobs. He said his friend left behind a legacy of technology that will go on for years, and if the company can remember to keep people first, it should be able to stay on top.

While Jobs went on to become a legend, Wozniak is also a Silicon Valley icon. He designed Apple's first line of products, the Apple I and II, and influenced the Macintosh, founding Apple with Jobs and creating the Apple 1 personal computer.

Wozniak left Apple in 1985, but has since kept himself busy in business and philanthropy, working on computers in school programs. He is currently the chief scientist for Fusion-io and is a best selling author who also has appeared on television, even taking a turn on ABC's "Dancing With the Stars."

But no matter how many other places Wozniak goes, he'll likely never forget those exciting times with his buddy Steve Jobs, designing those first Apple computers in Jobs' dad's garage. ■

by Sandy Fitzgerald

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APPLE LAUNCH iTUNES MATCH

Apple have now made iTunes 10.5.1 available through OS X's Software Update and with it comes the hotly anticipated **iTunes Match** subscription service.

Arriving a couple of weeks behind the originally stated goal of a late October release, iTunes Match will now enable US-based subscribers to match their existing iTunes Libraries with music which already resides on Apple's vast servers. This music is then accessible from any compatible device – all for $24.99 per year.

For those songs which Apple don't have on their servers, iTunes Match subscribers are also allotted a generous 25,000 song limit with which they can upload their songs to the iCloud servers. However, there does appear to be a snag for those who have very large iTunes libraries – **Ars Technica reports** that users who have a iTunes Library which exceeds 25,000 songs not purchased via iTunes are simply unable to sign up to the service.

It is not yet clear at this point whether Apple plan to make provisions for those with more than 25,000 songs but as iTunes Match is still in its infancy, we can likely expect a forthcoming update to address this issue and any other minor issues which arise. ■

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500PX



Compatible with iPad.
Requires iOS 4.3 or later.

Price: free
Category: Photo & Video
Updated: Nov 09, 2011
Version: 1.1.1
Size: 2.7 MB
Languages: English, Dutch, French, German, Italian, Portuguese, Russian, Spanish
Seller: 500px Inc.

view in iTunes

500px is a site that's been blowing away communities of photographers, both amateur and professional, for a number of years. it's a portfolio for creative people all over the world, allowing users to share photos and discover exhilarating pictures.

The first 500px version came to light in 2003. At that time, things were a bit different. Internet connections were slower, 3.2 pixel cameras were state-of-the-art, and 500px was a major innovation that enabled photos to be displayed on CRT monitors.

This web-created experience is now available for the iPad and it is awesome. Imagine the most incredible photo stream at your fingertips... that's what this app is all about.

The whole online experience was translated into the iPad's 'touch', and the result is truly impressive. Through your fingertips, you can browse all categories, view details in full size and even create slideshows with musical background using AirPlay.

Even if you are not a photographer, the site is a good way to see striking pictures in high quality. In fact, you'll probably end up getting a camera and trying it out yourself! For photographers already registered with 500px, this app will prove to be an excellent tool to showcase and share photos, as well as get to know other people's work.

Say 'cheese' and enjoy.



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BIKE BARON



★★★★★

Compatible with iPhone, iPod Touch and iPad. Requires iOS 3.2 or later.

Price: $ 0.99
Category: Games
Updated: Nov 11, 2011
Version: 1.2
Size: 38.1 MB
Language: English
Seller: Mountain Sheep

view in iTunes

When an old man and his cat decide go crazy on a bike, the result is the number 1 app in 65 countries and Apple's featured game of the week. This is Bike Baron, an extremely entertaining arcade game developed by Mountain Sheep, through **Minigore**.

Death Rally, **Aqua Globs** and **Angry Birds**' composer and the fantastic **Trine**. Bike Baron is a ride you'll never forget.

With cool graphics, creative effects, a catchy soundtrack and multiple levels, this game will force you to say goodbye to your free time and fill those boring hours with fun.

With more than 50 tracks and 150 different challenges, you'll easily forget the time. You can even create custom levels to share with other players! Join these weird (to say the least) characters for a world of guaranteed enjoyment.





CONTRE JOUR HD



★★★★★

Compatible with iPhone, iPod Touch and iPad. Requires iOS 3.0 or later.

Price: $ 0.99
Category: Games
Updated: Nov 03, 2011
Version: 1.1
Size: 19.3 MB
Language: English
Seller: Backflip Limited

view in iTunes

"Life imitates Art far more than Art imitates life". Oscar Wilde wasn't far from reality when he made this statement. However, he probably couldn't have imagined that games would imitate art as well as life. Contre Jour attempts to bring to life the worldwide famous masterpiece by Antoine de Saint-Exupéry, The Little Prince (French: Le Petit Prince), which has been read and reread by children and adults since the 1940s.

Contre Jour brings you a hauntingly beautiful world shaped by the interplay of light and darkness. Using extremely intuitive controls, you'll need to guide a mysterious creature through portals and slingshots, morphing into the environment around you.

If you are already acquainted with **Word of Goo**, the gameplay will certainly feel familiar to you. If you're not familiar with either of them, download them both now for an enjoyable experience. This is the kind of game that will delight you from start to finish.

Enjoy the fun.





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EPOCH



★★★★★

Compatible with iPhone, iPod Touch and iPad. Requires iOS 3.1.3 or later.

Price: $ 5.99
Category: Games
Released: Nov 10, 2011
Version: 1.0.1
Size: 282 MB
Language: English
Seller: Uppercut Games Pty Limited

view in iTunes

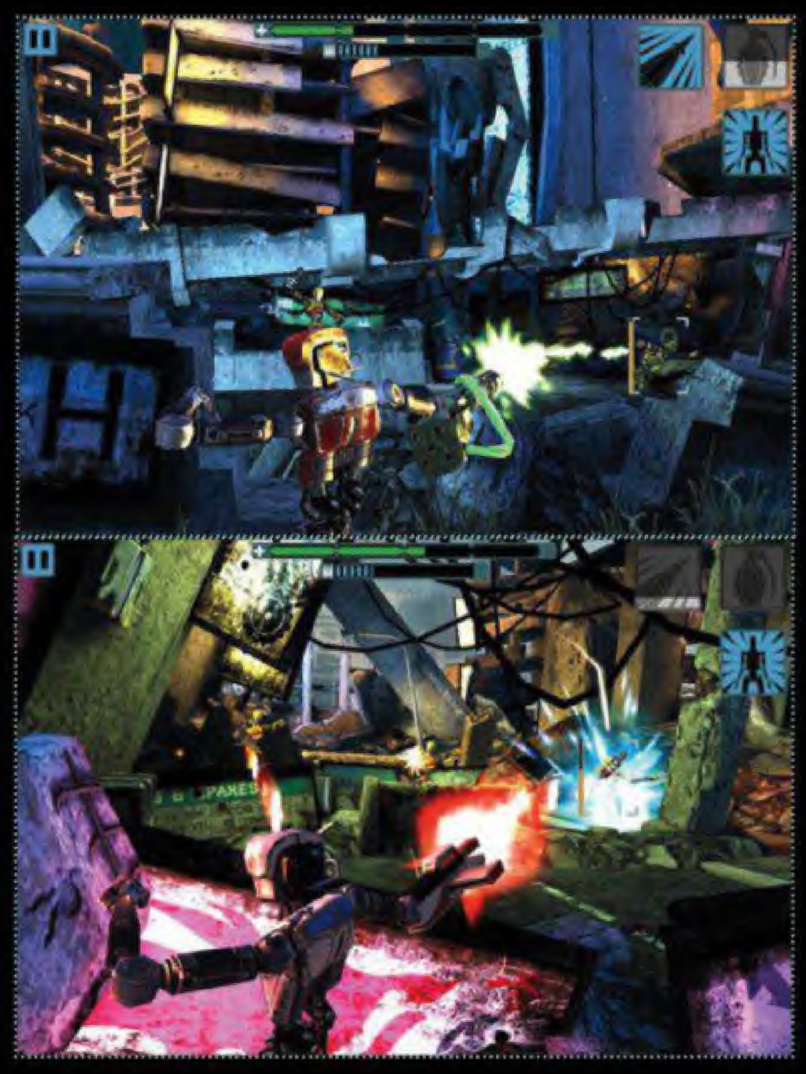
When a long-time dormant robotic soldier is revived, he finds himself in a war-stricken area.
A once prosperous civilization is now devastated, with buildings in ruins and machines patrolling the streets, whose only purpose is to fight. But what has happened to the population? And how can this soldier find the person he was supposed to protect?

Follow the echoes of a lost civilization in a visually awesome post-apocalyptic world where robots fight a never-ending battle. Your aim is to survive and piece together the fragments to find out exactly what happened when the world ended.

Use the enhanced visual capabilities of iPhone 4S and iPad 2 with high-resolution graphics powered by the UnrealEngine, the same engine used to create the award-winning Infinity Blade.

The game makes a perfect combination between characters and fantastic scenes, providing a unique immersion experience.

Download it now and fight the end of times.







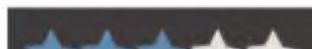


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NEWS360





Compatible with iPhone, iPod Touch and iPad. Requires iOS 4.0 or later.

Price: free
Category: News
Updated: Nov 09, 2011
Version: 3.1
Size: 8.3 MB
Language: English
Seller: News360 Ltd.

view in iTunes

"A picture is worth a thousand words". Many have heard this popular adage, especially the guys at News360, a small company dedicated to changing the world of news, trying to make people more informed, in a faster and less stressful way. The philosophy adopted by the developers is to foster learning and broaden horizons.





The app not only aggregates news, but also uses semantics and natural language processes to search through more than 50 thousand companies, individuals, brands and sites. Just one touch and the app takes you on an encyclopedic journey, following the same principal of Wikipedia.

The app takes users to a filter that selects news by themes. You can create a profile joining all your interests, requiring only that you log onto Facebook, Twitter, Google or an email account. Once you create the profile, you can easily share stories you like on your favorite social network.

It's a good call for those who want to see the world in a different light.

AIR MUSIC





Compatible with iPhone, iPod Touch and iPad. Requires iOS 4.2 or later.

Price: $ 2.99
Category: Music
Updated: Aug 08, 2011
Version: 1.4.1
Size: 2.9 MB
Language: Portuguese, English, Finnish, French, German, Russian, Spanish
Seller: Plutinosoft LLC

view in iTunes

Have you always wanted to stream your iPhone/iPod Touch music library directly to your PlayStation 3 or Xbox 360, but never found a compatible app? The AirMusic - developed by Plutinosoft - is just what you've been looking for!

The app turns your iGadget into a DLNA server, enabling music streaming to a PS3, Xbox 360, Windows Media Player or any other compatible device.





It's a snap to use: simply start the app, wait for it to read your music library, turn on your UPnP - in my case, a PS3 -, select the file type (music), choose the name of the UPnP server (AirMusic), select among the list options (artists, albums, songs or playlists) and play the track you wish – it´s that easy! ;-)

The first time I tried the app, the tracks showed in an incompatible format. Apparently, the second time is a charm, and AirMusic worked beautifully, which might mean that the app takes some time to connect to the remote devices (not only PS3 but also Xbox); anyway, a great app worth the download.

TWITTELATOR NEUE



Compatible with iPhone, iPod Touch and iPad. Requires iOS 5.0 or later.

Price: $ 1.99
Category: Social Networking
Updated: Nov 04, 2011
Version: 1.0.4
Size: 15.6 MB
Language: English
Seller: Stone Design Corp.

View In iTunes

Since Twitter's full integration to iOS 5, we have been noticing a few adaptations and adjustments in parameters. Some apps might have gone through complete remodeling, but we've been under the impression that little has been done. If you've been infected with that "déjà vu" feeling, Twitterlator Neue is the app you've been waiting for.

Neue, or new, is what this app represents to users of the popular blue bird of social networking. Of all the innovations, its beautiful interface clearly stands out. From the start, it is clear that Ollie Wagner (interface designer) and Andrew Stone (chief engineer) have paid great attention to detail.

The timeline view has been remodeled, enabling a preview of published photos. A portion of the picture is shown and, with a double click, an animation reveals the full content of the image. Run your fingers along the screen and you'll see a sliding effect on the images – a pretty remarkable thing that can't possibly be described on paper.

Transitions through the menu, user info, messages, timeline and configurations may be accessed by running your fingers horizontally. It's something highly intuitive, which, unfortunately, is not seen, in the official social networking app.

Tap on a specific tweet and a pop-up will appear, allowing you to reply, retweet, mark as favorite, attach, send by email or even post to Facebook. If it's your own tweet, deleting it will be just as easy.

When you're about to write a tweet, you can add a photo or video and even your location as with the official app. Nevertheless, with Twittelator Neue, you can go beyond, even adding the song that's playing on your gadget. Definitely a cool addition to the tired old thing!

Twitter has proved to be a fun and interesting web tool. From social demonstrations to individual bursts of emotion, everyone seems to have something to share on Twitter, including us! **@Apple_Magazine**. Whether you are a rookie or an old-time user of Twitter, it's worth trying the Twittelator Neue. Looks like the old Twitter has gone through a complete make-over.

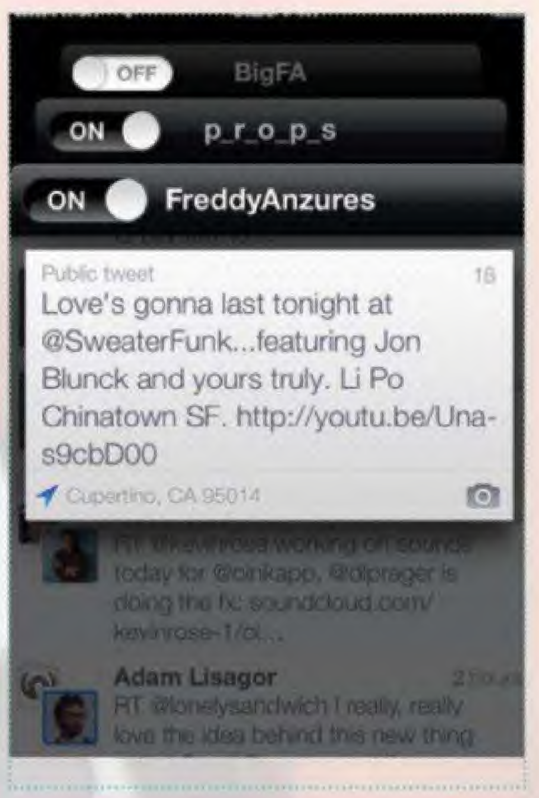












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TWITTELATOR NEUE



Compatible with iPad.
Requires iOS 4.2 or later.

Price: free
Category: Books
Updated: Oct 28, 2011
Version: 1.0.3
Size: 42.3 MB
Language: English, French, German, Spanish
Seller: Robot Media SL

view in iTunes

The iPad is truly a fantastic device. Not only has it enabled the playing and sharing of traditional media, but it has also opened a whole new world of possibilities for different content in this digital era. A perfect example of such innovation is the episodic graphic novel The Wormworld Saga, from the mind of digital painter Daniel Lieske and the developers at **Robot Media**.



Lieske was born in Germany and began to display his talents at an early age. He helped found Digitalartforum.de, one of Germany's largest art communities. His hobby turned to profession, Lieske shows a very original and peculiar style that is worthy of praise.



The project started with an online fundraiser to develop the app. In a matter of hours, they had collected $12.000 and the idea was in motion. This app is a great example of the collaboration between talented artists and experienced developers. The staff at Robot Media has already published more than a hundred titles, most of them boasting significant downloads.

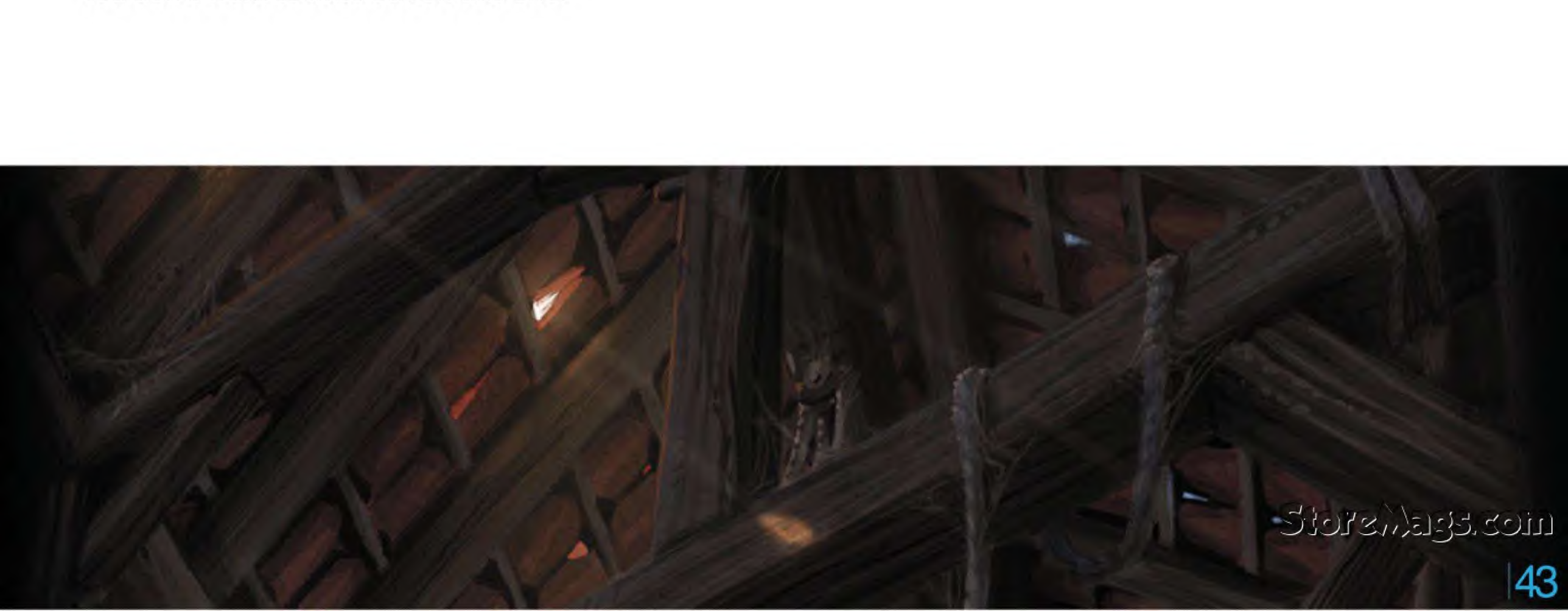


The plot follows the life and adventures of little Jonas Berg, who discovers a parallel world through a forgotten painting left in a dusty attic at his grandmother's home. Filled with mystery and fantasy, Jonas' new world takes him through indescribable adventures, which will help him overcome family problems.

The first chapter of the saga is available in seven languages, and the second is due in December. The app is free, but if you're willing to help the author, it's possible to purchase a Collector's Edition through In-App Purchase, which will contain additional features such as artwork & sketch mode, author commentary and additional artbook content.

Be it the free version or the collector's edition, this app is a must. If Daniel Lieske's work has made as much of an impression on you as it made on us, you also have the opportunity to buy his print work in high quality material, signed and sealed by the **author**.

You don't want to miss out on this one.



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Top Tap 10

FREE

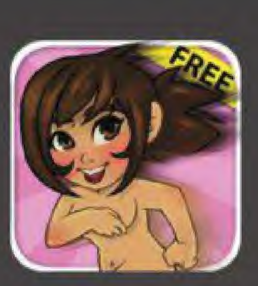
#01 – Ragdoll Blaster 2
by Backflip Studios
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Compatible with iPhone, iPod touch, and iPad. Requires iOS 3.0 or later



#02 – StickWars 2
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Category: Games
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#08 – Splinter Cell Conviction™
by Gamesloft S.A.
Category: Games / Price: $ 4.99
Compatible with iPhone, iPod touch, and iPad. Requires iOS 3.0 or later



#09 – Sons of Anarchy
by Fox Mobile Entertainment, Inc
Category: Games / Price: $ 0.99
Compatible with iPhone, iPod touch, and iPad. Requires iOS 3.2 or later



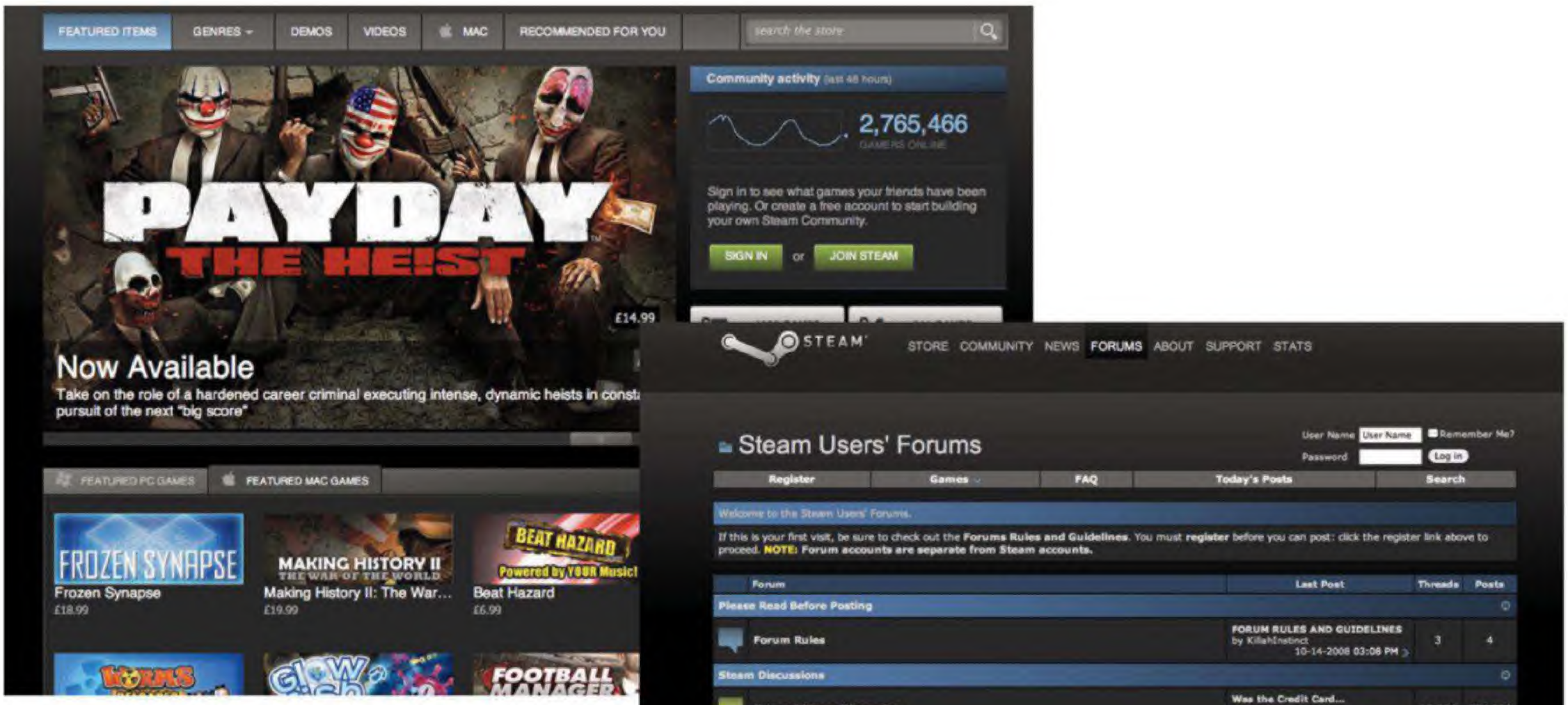
#10 – Doodle Jump
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Category: Games / Price: $ 0.99
Compatible with iPhone, iPod touch, and iPad. Requires iOS 3.1 or later

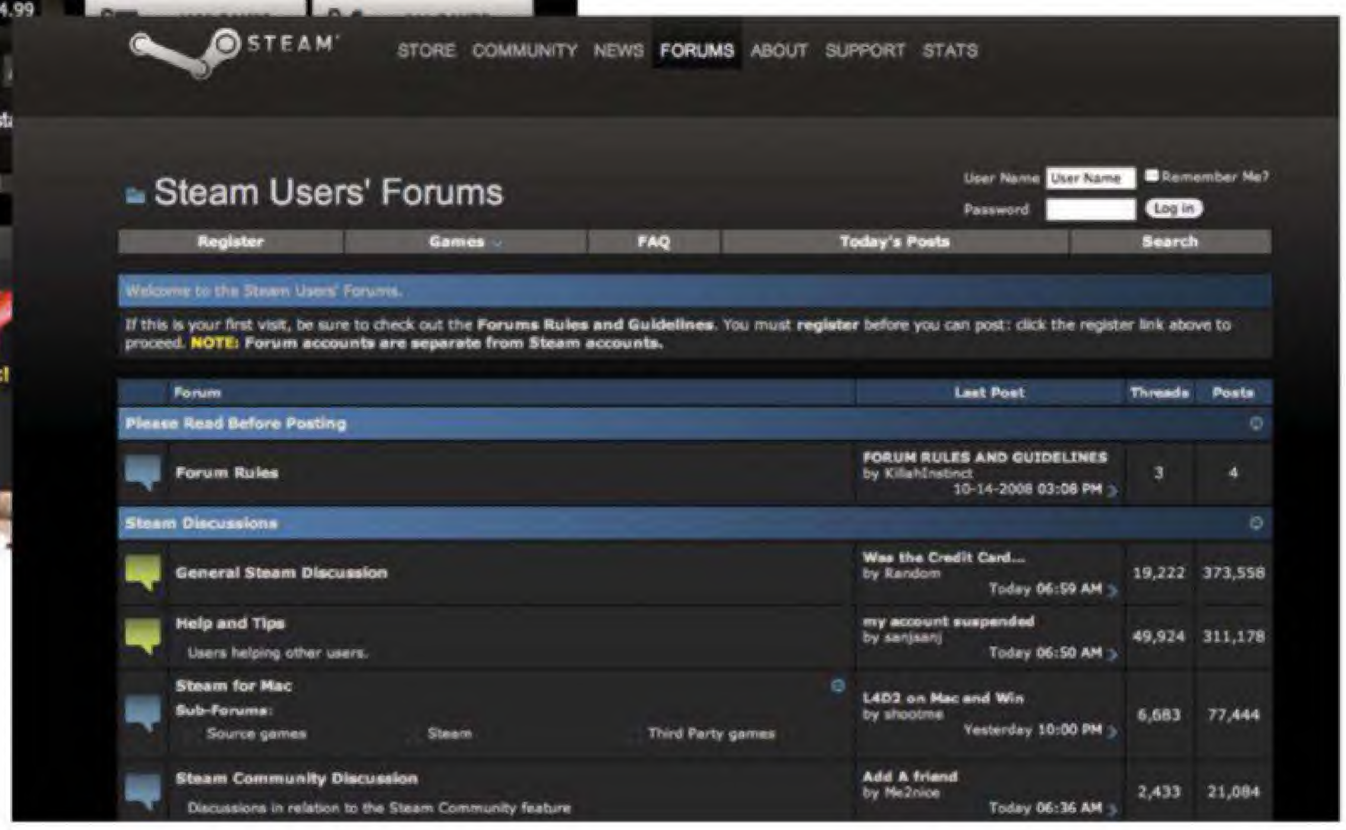


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VALVE'S STEAM FORUMS HACKED

POSES POTENTIAL CREDIT CARD SECURITY RISK TO USERS





The official online forums for popular cross-platform game distribution software Steam have fallen victim to malicious hackers, resulting in the possibility of user information being compromised. Beginning on the evening of Sunday, 6th November, the Steam Forums were defaced and then brought offline.

A subsequent investigation by Steam's parent company Valve resulted in the knowledge that the hackers had potentially gained access to a Steam database containing user names, passwords, game purchases, email addresses, in addition to billing addresses and encrypted credit card information.

At present, there is no evidence of credit card fraud and it is not clear whether the hackers would be able to crack the encryption used for the most sensitive information, but head of Valve, Gabe Newell, suggested that passwords be changed and that it would be prudent for users to keep a close eye on their credit card statements.

The Steam forums are now back online and Steam sent out a **message** from to all Steam users and Steam Forum users detailing what has happened. ■

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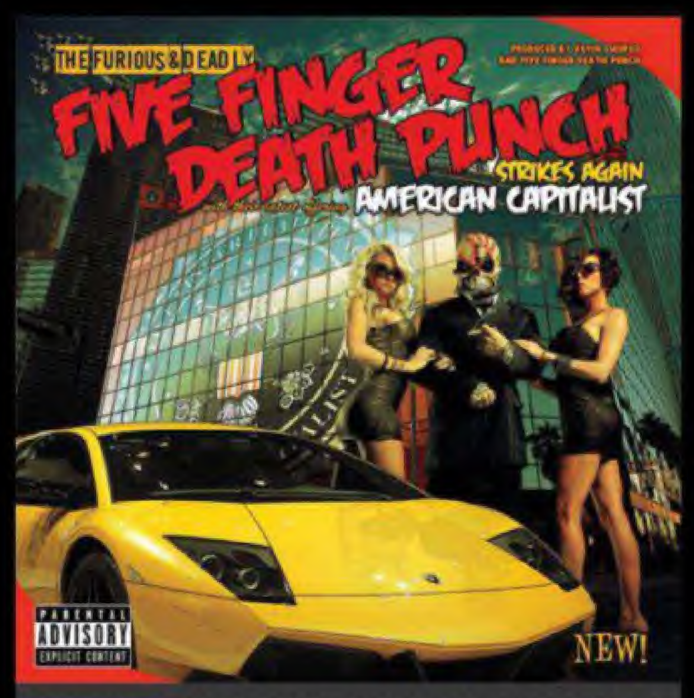
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iTunes Review





AMERICAN CAPITALIST
FIVE FINGER DEATH PUNCH

Music > Rock > Metal > Five Finger Death Punch
16 Songs + iTunes LP content
Price: $13.99 Album / $1.29 Song
Parental Advisory Explicit Content

★★★★½ 1711 Ratings

view in iTunes

The California metal quintet is back, bringing something new to the groove metal scene. Five Finger Death Punch's third album, American Capitalist, is filled with the powerful sound of Zoltan Bathory's and Jason Hook's crunching guitarsdelivering vigorous solos and frantic rhythms. Chris Kael rocks with precision on the bass guitar and Jeremy Spencer creates magic with his emphatic drumming.

The tracks range from hardcore pure metal with equally grinding lyrics and loud instrumentals to more commercial tracks, highlighting the outstanding vocals and melodic lyrics.

Death Punch's flexible sound invites comparisons, from the lyrical sensibilities of **System of a Down** and the throbbing **Metallica** to the melodic compositions of **Creed**.

American Capitalist looks to be a major hit this year. The guitar solos, thumping bass guitar, and powerful drums combine to turn this album into an aural guilty pleasure. Add the intense and angry vocals of Ivan Moody and you have a defining metal album destined to blow your mind. A true example of how to make good music.

There are 16 tracks produced by EMI available at the iTunes LP, as well as a bonus clip. This is one album that you shouldn't miss. Download the album and turn up the volume. Enjoy this masterpiece.

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Music



RADIOHEAD
TKOL RMX 1234567

Music > Alternative > Radiohead
19 Songs
Price: $11.99 Album / $0.99 Song

213 Ratings

view in iTunes

The perfect album to lift you into an alternative state of consciousness, TKOL RMX 1234567 is a remix album of your favorite band.

The tracks on this album come from the English band Radiohead's eighth album, *The King of Limbs*, and were remixed by a slew of talented artists in the electronic scene. It's come a long way from traditional rock albums such as **Kid A** and is proof that the band can twist and turn, yet never lose quality.

This album might be the band's psychedelic experiment, but Radiohead's DNA is still on each and every track. More traditional fans of previous hits such as *Creep*, from the album **Pablo Honey** may feel a bit uncomfortable at first, but repeated listens and an open mind will lead to a worthy experience. Download the free track **Lotus Flower** and check it out.

More Music



EVANESCENCE
Evanescence
(Deluxe Version)



BJÖRK
Biophilia



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Movies

THE AVENGERS

Marvel & Paramount Pictures
In Theaters: May 4th, 2012.

view in iTunes

Attention, Marvel lovers! Paramount Pictures has announced the film adaptation of the superhero saga The Avengers, promising to match the movie quality and special effects of hits like Iron Man and Captain America.

The available trailer sheds a little light on what **Joss Whedon** and celebrated actors such as Robert Downey Jr., Chris Evans, Mark Ruffalo, Chris Hemsworth, Scarlett Johansson, Jeremy Renner, Tom Hiddleston, Stellan Skarsgård and Samuel L. Jackson have in store for us.

The production hits big screens on May 4th, 2012, according to Marvel Studios, giving anyone with unfamiliarity with the story time to get to know the characters individually. So, before the big production is released, you might want to get to know (or get reacquainted with) Marvel Super Heroes of The Avengers: Iron Man, The Incredible Hulk, Thor, Captain America, Hawkeye and Black Widow; uniting to fight an unexpected enemy who threatens global peace and security.

Even if you don't know the characters or are not used to reading comics, this major Hollywood production will surely please anyone who enjoys a first-rate action film packed with an ensemble cast, eye-popping special effects and the eternal clash between good and evil.

More Movies



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IRON MAN

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IRON MAN 2

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THE INCREDIBLE HULK

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WALKING DEAD
SEASON 1

TV Shows > Sci-Fi & Fantasy
$15.99 / Season

6044 Ratings

view in iTunes



WALKING DEAD
SEASON 2 - TRAILER

HD Version
Free

3203 Ratings

view in iTunes

The most acclaimed zombie series ever is coming back to the small screen, and is now readily available for pre-order at the iTunes TV Show.

The Walking Dead is one of the best series based on a comic book ever developed for TV series, and perhaps the all time best in its genre. Critical reception has been remarkable – receiving an 8.8 rating on the Internet Movie Database (IMDb), based on the opinion of more than 50,000 users, as well as a nomination for *Best New Series* in 2011 at the *Writers Guild of America Award*, and *Best Television Series Drama* at the *68th Golden Globe Awards*.

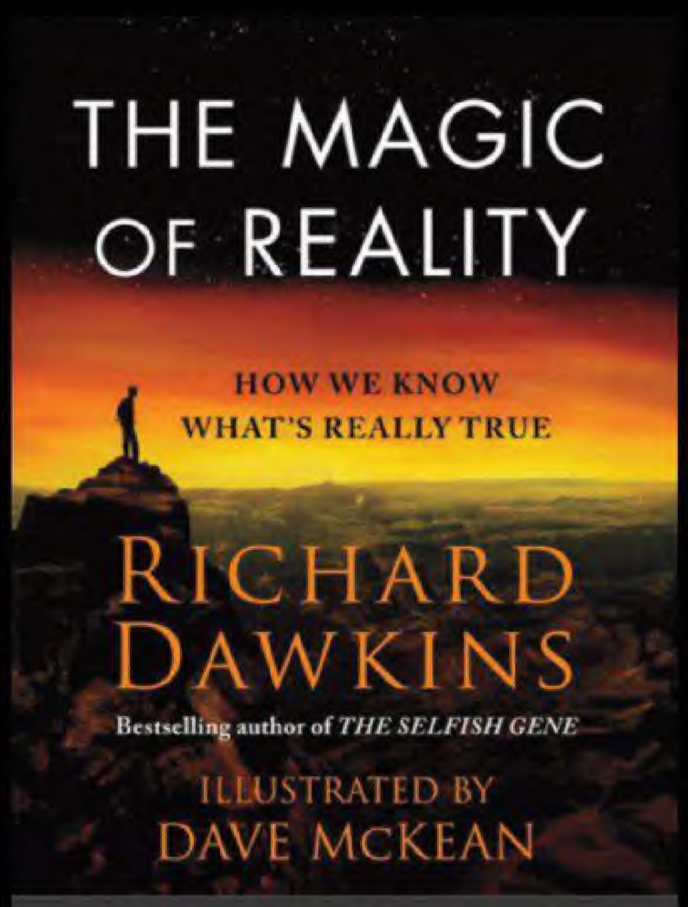
Ratings for season one's pilot episode, watched by 5.3 million people, was a record for the producer, AMC. Last season's cliffhanging finale had viewers in high anticipation for the next one, and now that day has finally arrived.

The Wall Street Journal has called The Walking Dead *"breathtaking in its small moments"*, with Variety describing it as *"creepy from the first frame"*. The end of civilization, developed in the first season, was just the beginning of the struggle that the small group of survivors need to face.

If you're still unfamiliar with this post-apocalyptic drama series, don't waste another minute: watch the first season, available for download in HD at the iTunes TV Show and get ready for the ultimate fight of humankind.

If you're already a fan of the first season and want to get a glimpse of what the second has in store, check out the available trailer.

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THE MAGIC OF REAL-ITY
HOW WE KNOW WHAT´S REALLY TRUE
Richard Dawkins

Books > Science & Nature
$14.99

106 Ratings

view in iTunes



Noted British author Richard Dawkins may have just published yet another masterpiece. His latest tome, The Magic of Reality: How We Know What's Really True, attempts to explain the mysteries and questions surrounding Science, modern and ancient myths of the Universe and more. Different from his other acclaimed books, this one is meant for children and teenagers.

In his new book, Richard discusses issues that most adults, unfortunately, are not prepared to deal with when asked by youngsters. Written in matter-of-factly, the author addresses several topics, taking us on a trip to the rediscovery of knowledge. The brainstorming starts with tiny things, such as hydrogen and carbon atoms, but range through Adam, DNA, mass and weight, reaching further points such as the Doppler Effect, relative motion and celestial bodies.

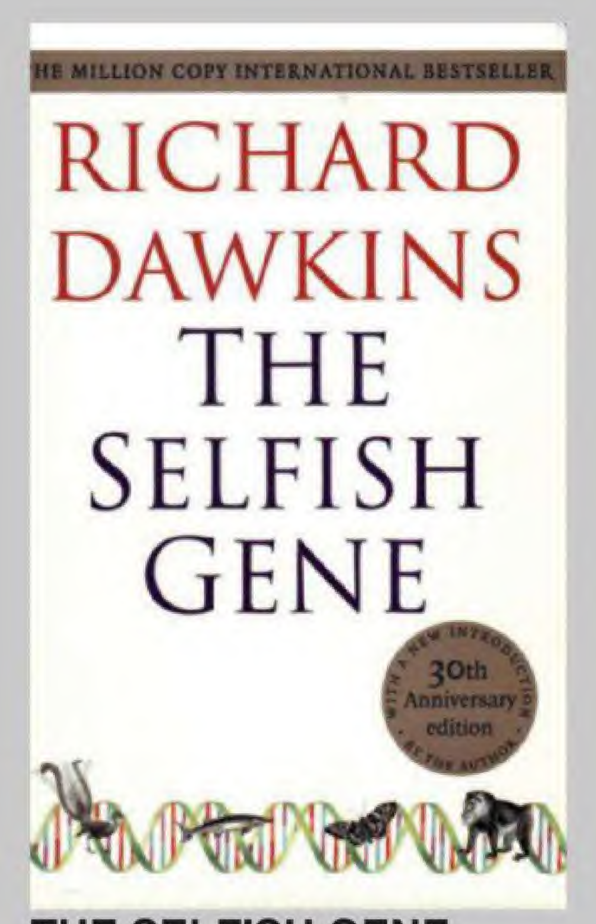
Despite the intricate subject matter, the book is easy to read and the author is able to captivate the reader his explanation of scientific issues. It is masterfully developed and brilliantly illustrated, encompassing all aspects of knowledge and exploiting thousands of questions that help us better understand the world we live in. Dawkins is an ethologist and an evolutionary biologist as well as a professor at the University of California, Berkeley and Oxford, where he taught *Public Understanding of Science*.

His books are widely read and often shed light on important concepts of Evolutionary Biology, Humanism and even religion. Two of his books are worth mentioning here: **The Selfish Gene (1976)**, which introduced the concept of Memes (an idea, behavior or style that spreads from person to person within a culture) and **The God Delusion (2006)**, which sold more than two million copies and was translated into 31 languages, reaching best -seller status on its publishing date.

If you are an inquisitive youngster, a father worried about your kid's intellectual development, or simply a book lover, you are surely going to enjoy this book. Purchase it now and unfold the mysteries of the Universe, the Earth and ourselves

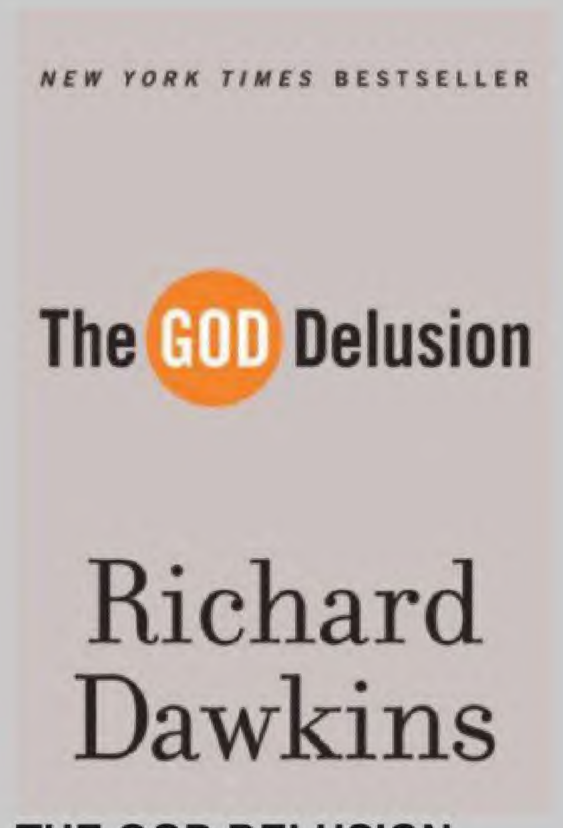
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THE SELFISH GENE

Audiobooks > Classics > Richard Dawkins

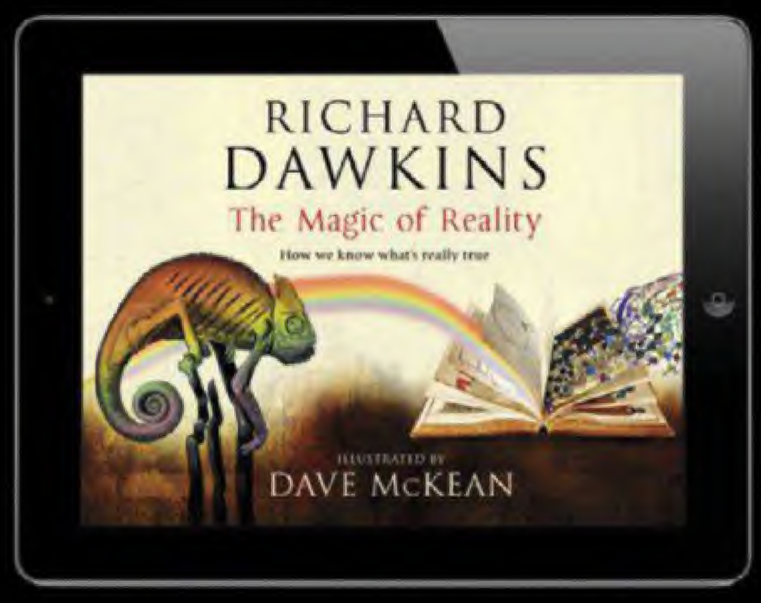


THE GOD DELUSION

Books > Religion & Spirituality > Richard Dawkins

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iPad App



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» Full text from the new hardback book The Magic of Reality, beautifully re-imagined for the iPad;

» Over 250 original illustrations from world-renowned artist Dave McKean;

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- *Artificially breed frogs to escape a hungry snake;*
- *Fire Newton's cannon around the Earth.*

THE MAGIC OF REALITY
HOW WE KNOW WHAT´S REALLY TRUE
Richard Dawkins

App Store > Books > Random House > Richard Dawkins
This book is available for download on your iPad.
$13.99

★★★★★ 351 Ratings

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iTunes Store Top 10 SONGS








see more in **iTunes**

US

1. We Found Love (feat. Calvin Harris)
Rihanna
2. Rumour Has It / Someone Like You
Glee
3. Sexy and I Know It
LMFAO
4. Someone Like You
ADELE
5. Without You (feat. Usher)
David Guetta & Usher
6. **It Will Rain**
Bruno Mars
7. Good Feeling
Flo Rida
8. The One That Got Away
Katy Perry
9. Moves Like Jagger (Studio Recording from "The Voice" Performance) [feat. Christina Aguilera]
Maroon 5
10. Pumped Up Kicks
Foster the People

UK

1. We Found Love (feat. Calvin Harris)
Rihanna
2. Good Feeling
Flo Rida
3. Gotta Be You
One Direction
4. Lego House
Ed Sheeran
5. Without You (feat. Usher)
David Guetta & Usher
6. Jar of Hearts
Christina Perri
7. Moves Like Jagger
Maroon 5
8. Take a Chance On Me
JLS
9. Wherever You Will Go
Charlene Soraia
10. Sexy and I Know It
LMFAO

FRANCE

1. Someone Like You
ADELE
2. We Found Love (feat. Calvin Harris)
Rihanna
3. Good Feeling
Flo Rida
4. Sexy and I Know It
LMFAO
5. Without You (feat. Usher)
David Guetta & Usher
6. She Doesn't Mind
Sean Paul
7. Moves Like Jagger (feat. Christina Aguilera)
Maroon 5
8. Danza Kuduro (feat. Don Omar)
Lucenzo
9. Paradise
Coldplay
10. Scarface
Booba

CANADA

1. We Found Love (feat. Calvin Harris)
Rihanna
2. Sexy and I Know It
LMFAO
3. Good Feeling
Flo Rida
4. Rumour Has It / Someone Like You
Glee
5. Someone Like You
ADELE
6. The One That Got Away
Katy Perry
7. Without You (feat. Usher)
David Guetta & Usher
8. Invincible
Hedley
9. Moves Like Jagger (Studio Recording from "The Voice" Performance) [feat. Christina Aguilera]
Maroon 5
10. Stereo Hearts (feat. Adam Levine)
Gym Class Heroes

ITALY

1. Someone Like You
ADELE
2. La Differenza Tra Me e Te
Tiziano Ferro
3. Papi
Jennifer Lopez
4. We Found Love (feat. Calvin Harris)
Rihanna
5. Without You (feat. Usher)
David Guetta & Usher
6. Eclissi del cuore (feat. Nek)
L'Aura
7. I Won't Let You Go
James Morrison
8. Paradise
Coldplay
9. E' l'Amore Che Conta
Giorgia
10. Moves Like Jagger (feat. Christina Aguilera)
Maroon 5

AUSTRALIA

1. The A Team
Ed Sheeran
2. Sexy and I Know It
LMFAO
3. We Found Love (feat. Calvin Harris)
Rihanna
4. Good Feeling
Flo Rida
5. What Makes You Beautiful
One Direction
6. Pumped Up Kicks
Foster the People
7. Rumour Has It / Someone Like You
Glee
8. Without You (feat. Usher)
David Guetta & Usher
9. Feel So Close [Radio Edit]
Calvin Harris
10. Stereo Hearts (feat. Adam Levine)
Gym Class Heroes

1st GENERATION IPOD NANO'S RECALLED BY APPLE



This week, Apple sent out emails worldwide to registered owners of the first generation iPod Nano, sold between September '05 and December '06.

The email states that an unlikely but potentially dangerous manufacturing fault with the Nano's ageing battery could result in the battery overheating. Apple suggests that the owners of 1st generation iPod Nano's cease using them immediately and ship the unit back to Apple for a free replacement.

Apple further notes that the expected delivery time of the new iPod Nano is six weeks following receipt of the faulty unit, though there have been some unconfirmed reports across the web that users are receiving confirmation emails which suggest a quicker turnaround.

Visit Apple's **Support Page** for more information. ■

Apple Names Arthur D. Levinson New Chairman, Disney CEO Bob Iger Also Joins Board

Apple have named Arthur D. Levinson as the company's new Chairman of the Board, a role previously filled by Steve Jobs. Levinson has been on the board for some time, in addition to serving as CEO for biotechnology corporation Genetech. Speaking of the appointment, Apple's CEO Tim Cook said:

"Art has made enormous contributions to Apple since he joined the board in 2000"

"He has been our longest serving co-lead director, and his insight and leadership are incredibly valuable to Apple, our employees and our shareholders."

In the same **press release**, Apple also announced that Disney CEO Bob Iger has joined the board, in a move which sees the two companies grow yet closer together. Tim Cook said of Iger:

"Bob and I have gotten to know one another very well over the past few years and on behalf of the entire board, we think he is going to make an extraordinary addition to our already very strong board."

"His strategic vision for Disney is based on three fundamentals: generating the best creative content possible, fostering innovation and utilizing the latest technology, and expanding into new markets around the world which makes him a great fit for Apple." ■

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Release: StoreMags & FantaMag

2 BOLTS LATER

WE KNOW WHAT THE iPHONE LOOKS LIKE

The agonizing wait is over... we now know what the new iPhone looks like. With a more intelligent two-antenna system, unbelievable camera, stunning video stabilization, outstanding battery life, faster processing power and the exclusive personal assistant, this generation iPhone could conceivably be the most desired gadget ever available.

However, despite the astounding new features, the iPhone 4S's design has remained largely unchanged from its attractive predecessor. Minor differences in the position of external buttons and connectors, as well as a slight 3-gram increase in its weight are the main (and maybe only) external changes on the device. Which makes us wonder: what sort of magic did Apple do to add so many new built-in features without changing the device's design?



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StoreKeg.com

Maybe the answer to this question lies in tearing down the device. That is what the guys at **iFixit.com** did.

Brace yourselves; ask the children and most sensitive ones to leave the room. We're about to delve deep into the recesses of our dearest new best friend. Understand the magic behind — or better, inside — this awesome tool.

The teardown begins with the removal of two Pentalobe screws, already a familiar sight in some of the other gadgets and in the second batch of iPhones 4.

At first sight, nothing appears very different from the previous version. But a closer inspection reveals an extra .05WHrs in the battery over its older brother.



Unfortunately, this new battery sports a different connector, so it's unlikely that iPhone 4 users will be able to exchange batteries.

Its new camera is loaded with a new series of lenses as well as 8 megapixels resolution. What does that mean? Well, higher resolution pictures, of course. But beyond that, the new 8 MP camera boasts more light for better low-light performance — a dramatic 70% difference in the resolution and details of images.



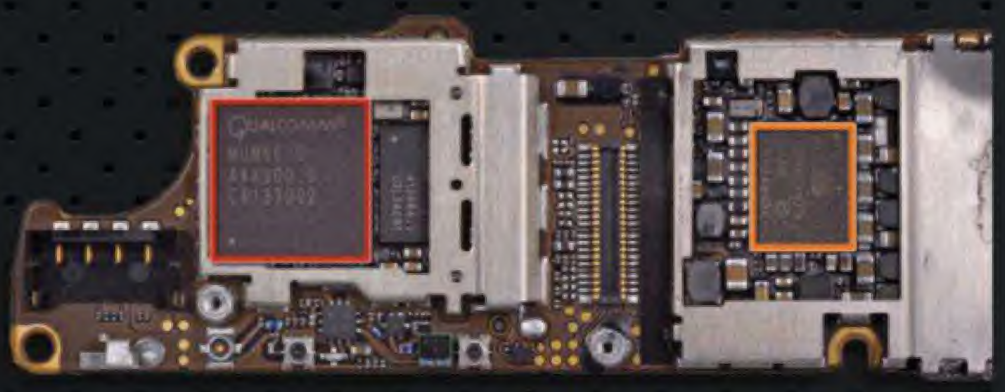
Video recording is now equipped with two impressive new features. The first is video stabilization, reducing the amount of shakiness that is so prevalent in many handheld video shoots, great for talented home filmmakers. The second is the amazing 1080p at 30 frames per second, resulting in unbelievably clear shots and a match for any state-of-the-art HD camera in the market.

Much of the magic happens in here, in this L-shaped silicon block on the shield. That's where you find the main digital components of the iPhone 4S. It has a slightly different shape from its predecessor.



The iPhone 4S bares its soul to reveal the components that make users line up for purchase. Beneath the shield, the iPhone sports the new Apple A5 Dual-core Processor, the Qualcomm chip RTR8605 Multi-band/mode RF Transceiver, the Skyworks 77464-20 Load-Insensitive

Power Amplifier, the Avago ACPM-7181 Power Amplifier, the TriQuint TQM9M9030 surface acoustic wave (SAW) filter and the TriQuint TQM66052.

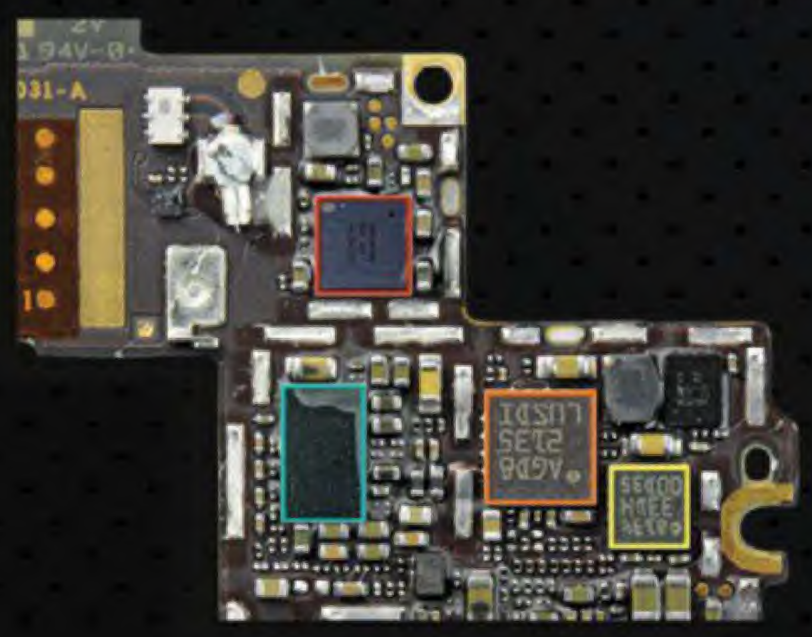




The other side contains a variety of other chips, such as the TI 343S0538 touchscreen controller, the STMicro AGD8 2135 LUSDI gyroscope, the STMicro 8134 33DH 00D35 three-axis accelerometer, and the Apple 338S0987 B0FL1129 SGP, believed by Chipworks to be a Cirrus Logic audio codec chip.

One of the few mechanical features in the device is its linear oscillating vibrator, the same found in the AT&T iPhone 4. Its main characteristic is reduced noise.





There was not a single trace of goblins, pixie dust or mind-controlling chips. Just state-of-the-art Engineering. Each component of this new generation device is of the highest quality, and the end product is the result of hard work and dedication from the developers at Apple. Once again, they're right on the money.

by Matheus Pereira

Qualcomm MDM6610 chipset: that would be Siri's address, or at least her main address, since most of her features are in the clouds, i.e., on Apple's servers.

The screen is much like the GSM model on iPhone 4, containing the same 960x640 pixels and the impressive Retina Display. However, although the hardware is not new, there is improved graphics performance from the A5 that powers it.



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THE NEW PHOTO EDITING AND ENHANCEMENT TOOLS IN iOS 5



In my first article about the iOS 5 updates for Apple's iPhone camera, I reviewed its latest features and how they take the photo app closer to becoming a point-and-shoot camera replacement. The latest updates allow iPhone camera users to launch the app from the locked Home screen, snap photos using the volume-up button, and compose shots using the gridlines overlay.

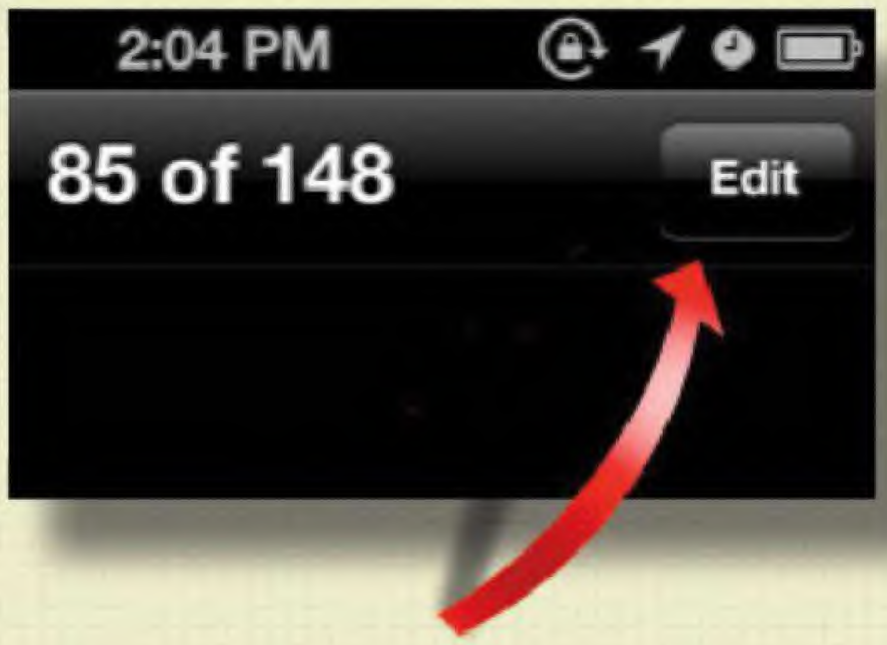
In this review I focus on the post-processing camera features of iOS 5.

Apple clearly understands that the average iPhone camera user doesn't always have the time to process photos in applications like Photoshop, or even iPhoto. Most favorite smartphone camera photos are shot and shared online, via e-mail or text message. So in the recent iOS update, Apple has added a few features for cropping, rotating, and automatically enhancing or correcting the exposure of images from within the iPhone itself.

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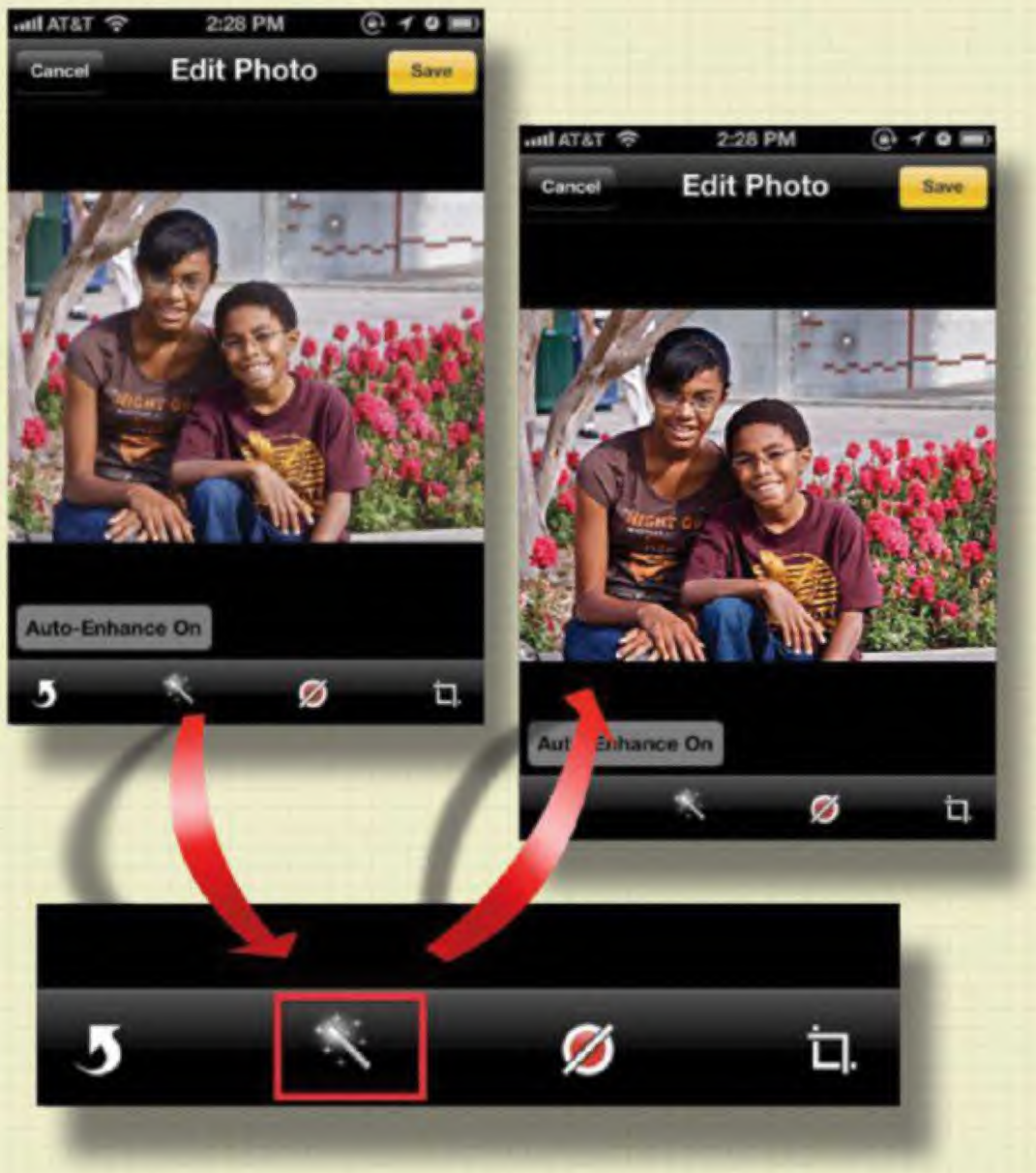
EDIT ONSCREEN

You can edit and enhance any photo in your iPhone camera when you open one in the Camera Roll or in any of your albums in the Photo library app.

Also, I recently discovered that you can quickly enter the Camera Roll of the iPhone from within the Camera app itself by sliding your finger first left to right on the screen, instead of tapping the preview box on the bottom-left of the camera. You can do this before and after you snap a photo.

To pull up a picture from the Camera Roll or a Photo Album, you simply tap the Edit button and get instant access to the four editing tools.

Note, however, when you make edits to an image in your iPhone camera, you can't undo them after you tap the Save button. You can of course tap the Cancel button if you don't like an edit. So you might consider copying an original photo before making a major edit, such as cropping it.



AUTO-ENHANCE TOOL

One of the first edits to make is a simple auto exposure enhancement (the Magic Wand icon) of the selected image. While this simple feature is nowhere as good as advanced photo editing software, it does attempt to brighten darker areas of an image and subtly increase the contrast and sharpness of a selected image. This feature may also attempt to correct White Balance issues.

However, Auto–Enhance can only improve photos taken in adequately lit areas. Unlike third-party iPhone camera apps (such as Camera+ and CP Pro), this feature does not allow for manual exposure adjustments. So if an image is too dark or slightly out of focus, Auto-Enhance can't be of much help.



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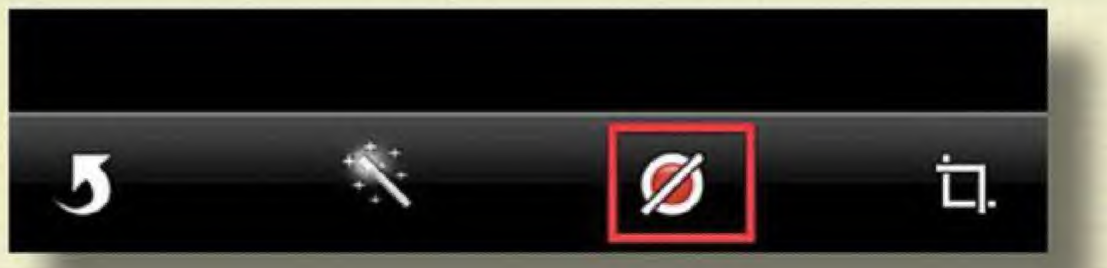


CROP AND ROTATE

Another important feature is the ability to crop and rotate a photo. This is especially useful since the iPhone camera doesn't have a zoom lens. If your subjects in a photo seem too far away, simply tap the Crop icon on the bottom- right of the screen, and then use the handles to remove distracting areas of the shot.

This cropping tool also includes the gridlines overlay, related to the rule-of-thirds in photo composition, which basically means composing or cropping your subject(s) in one of the four quartiles of the grid.

Notice also the Constrain button in the Crop tool. This allows you to crop a photo to a specific dimension, especially for the purposes of printing it. You may notice that sometimes when you print a 4 x 6 photo, an important part of it might get cut off. Using Constrain, you can more precisely crop your images for printing.



REMOVE RED-EYE

For those dreadful red-eye flash shots, the automatic Remove Red-Eye tool might just do the trick. Red eyes might appear when you use the iPhone's flash. Tap the red-eye delete icon and then tap each red eye to remove the color. Tap again to undo the edit.

None of these editing tools, with the exception of the cropping tool, is as advanced as what you find in iPhoto. But they work well for quickly editing and sharing your iPhone camera shots with family and friends. ■

by Bakari Chavanu



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FINANCE

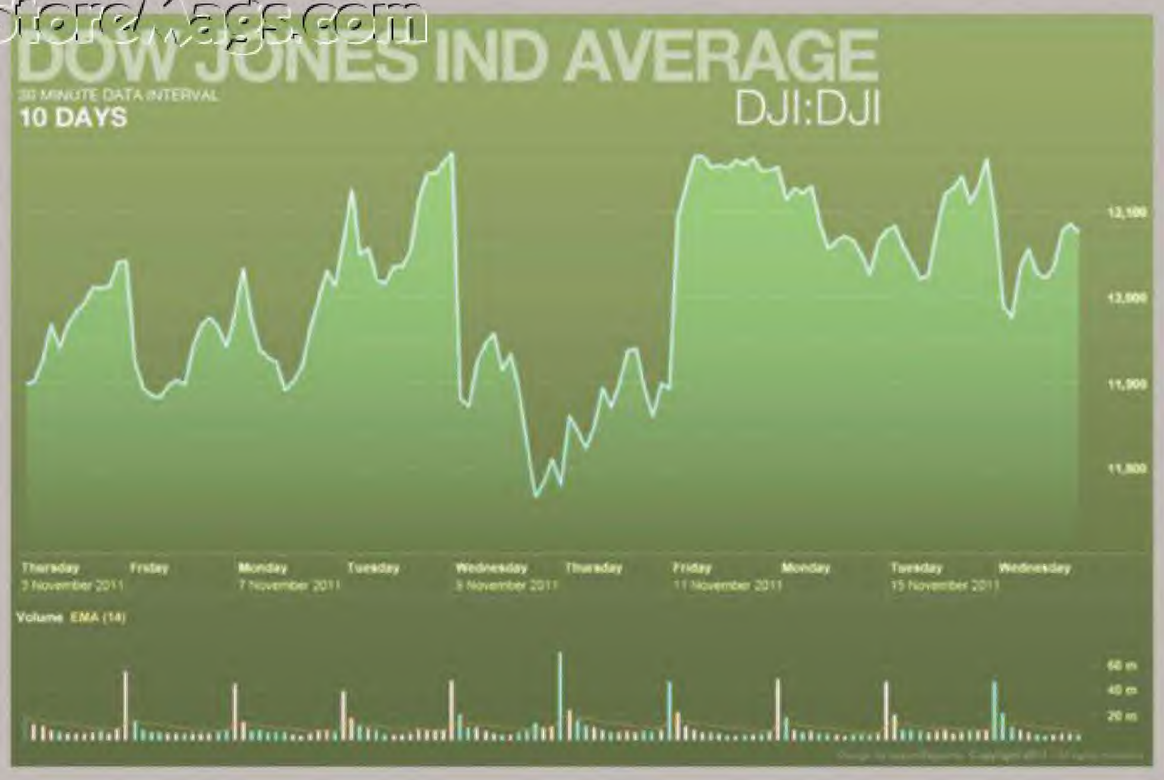
THE GLOBAL ECONOMIC CRISIS... DID TECH STOCKS WEATHER THE STORM?

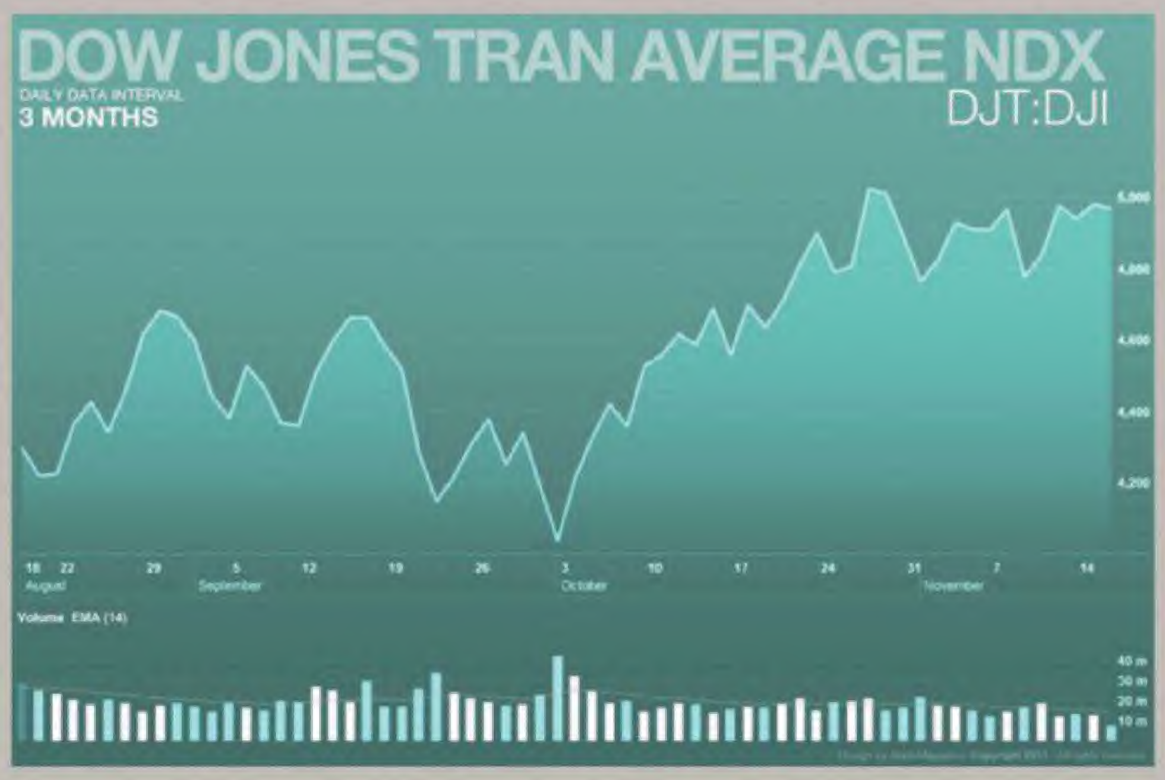
In 2008, a convergence of factors triggered what many economists believe to be the worst economic crisis since the Great Depression of the 1930's. Years of poor lending habits, particularly with home loans, coupled with a collapse in the American banking system, plummeted world economies into deep recessions. By late 2008, leading world indexes dropped more than 40% from their highs in early 2007, with Japan's Nikkei 225 falling a staggering 60%. The fallout was swift and unrelenting as businesses closed, jobs were shed and millions of homes were lost and the crisis reverberated through sectors as diverse as utilities (down over 20% from early 2007 to the beginning of 2009[1]), transportation (slipping over 40% in that same period[2]) and financial (tumbling over 70% in that period[3]). Tech stocks were not impervious, and indices like the iShares Dow Jones US Technology Sector Index Fund saw losses of over 40% in that time period.

It seemed that none of the major technology companies were impervious to the economic rut. Apple Inc. (NASDAQ: AAPL) for example, saw a precipitous drop in its share price in late August of 2008, tumbling from over $170 a share to below $90 within a little over a month. But the stock turned around rather quickly, climbing to $120 by the end of the first quarter of 2009. IBM (NYSE: IBM), similarly, skidded sharply during the months of September and October 2008, seeing shares that closed at the end of September at over $120 a share sink to under $75 a share in mid-November. It, too, began a quick recovery to pre-crisis per share prices by the start of the second quarter of 2009. Microsoft (NASDAQ: MSFT) dipped to $15 a share in early 2009 from almost $30 in August of '08, yet saw shares rise in the second quarter of the following year. The story was the same for other major technology companies like Google (NASDAQ: GOOG), Intel (NASDAQ: INTC) and Oracle (NASDAQ: ORCL): moderate



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to steep declines followed by rapid recoveries in the first and second quarters of 2009.

What stands out in the performance of these stocks compared to those from other sectors was the relatively rapid recovery they saw. Whereas tech companies were able to grow again (even in a stubborn recessionary environment) Dow giants such as General Electric (NYSE:GE) and AT&T (NYSE: T) still lag below their mid-2007 stock prices, effected by a slow recovery, sluggish consumer spending, currency woes and stubbornly high commodity prices. Even IBM, the computer giant that has seen its profile dwindle in the wake of the slicker, younger "superstar" stocks of the silicon valley, is enjoying heady days, reaching an all-time high of $190 a share on October 14, an increase of almost 170% since the start of the financial crisis. And Apple has seen even greater success, outperforming the S&P 500 by over 100% in that same time period.

Even in an overcast economic scenario, it's clear why tech stocks (and Apple in particular) have not only survived but also flourished among the other more lethargically performing sectors. Consumer demand for electronics, gadgets and high technology has never been higher, and those companies that have been able to answer the call have enjoyed the spoils. Even ancillary companies have enjoyed unprecedented growth in the face of economic turmoil, with companies like SanDisk (NASDAQ: SNDK), a producer of flash memory cards for personal electronics as well as USB pen drives, is up 30% on the year (including a whopping 600% since the start of the crisis in late 2008) and is still ranked a strong buy by analysts – demonstrating the trust Wall Street has in consumers to continue purchasing high-tech goods no matter what the landscape of the economy appears to be.

So while the world treads slowly and carefully through the choppy seas of economic growth and battles a seemingly endless barrage of negativity from events like the Euro-debt crisis, record unemployment and commodity fluctuations, 2012 is poised to once more see the wizards of technology land unscathed and safely ashore. ■

by Steve Hughes

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1 Dow Jones Utility Average Index

2 Dow Jones Transportation Average Index

3 iShares Dow Jones US Financial Sector Index Fund



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Think Different

It's interesting to think about how the famous slogan *Think Different*, dating back to 1997, would become such a faithful one to Apple's solutions in the past decades, resonating in a way never before seen when it comes to mottos that attempt to represent their brands.

While more traditional tech companies focus their efforts into squeezing everything a processor can possibly handle into software (if it handles at all), engineers at Cupertino have decided to take the opposite path. Consider Windows or Office Suite: expensive and heavy "white elephants", filled with features that you will probably never know how to use. Apple's counterpart is to deliver something close to users' daily needs. And what has been the measurable outcome of this tradition? A history of very reasonable prices for PC software.

Now a quick question: do you know all the features of your operating system?

To think of a product from a users' point of view is to value what is really relevant to them—what Steve Jobs has referred to as "the right way to do things". Meanwhile, other manufacturers focus on an expensive and self-absorbed development process, one that is based on brute strength, like hammering an iron ball until it turns into a processor.

Apple's major questions while developing an application are:

What does the user need?

Where is the first place he will look for a specific feature?

What is the simplest way to deliver this functionality?

And only after the questions above are answered should the next one come up:

What kind of hardware do we need to perform all these tasks?

This holds true in a very practical way for anyone who moves from Windows to a Mac or an iGadget. Whoever has gone through this experience understands the true meaning of the question regarding whether or not you know all the features of your operating system. And that is a fact.

I find it really enjoyable to observe people's reactions when I explain to them that, in order to install a new program on your Mac, you only need to purchase it at the App Store and that's it—it is there for your enjoyment. The reaction is a kind of frozen facial expression and numbness. Most probably, it's the same expression an Apple TV user has when trying to deal with the 17-or-more remote controls at someone's place in order to (hypothetically) perform the simple task of changing from open to cable TV. Priceless.



The final outcome could not be better. Apple has found out, for example, that a small fraction of the operational system code of Windows or any other state-of-the-art processor could provide the user with all the necessary features. And there, dear reader is where the magic of Apple lies: price, product, simplicity, experience, sheer fascination. Proof of this is the competition's massive endeavors to produce devices that come close to the simple and ingenious experience of iPods, iPhones and iPads, whatever generation they belong to. I still own the first generation iPhone and, even though it does not receive all the possible updates, it's still arguably better than most mobile phones on the market.

These intuitive experiences are more fun when we see a two-year-old child, already used to his iPad, trying desperately to see the next photo by sliding his finger through his grandpa's notebook.

Well, grandpa will not be happy with the fingertips on the screen, that's for sure.

Nowadays, it seems absurd to ask what processor an iPod uses (yes, it does have a processor) and whether it is appropriate to play a specific song. Believe you me, in a few years' time, the same question will seem absurd for iPhones, iPads and iMacs alike. Questions about configuration and the like are a legacy from PC and its infinite configuration possibilities. Such questions are deemed to become meaningless.

Your grandkids will find your childhood stories hilarious... the old days when people would line up to buy a new operational system or worry about hardware upgrades. Information science will become more and more intangible; invisible to our perception but very real in our lives. ■

by Ivan Castilho

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